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Paramount Star Series

Vol. 5

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Press-Book

and

Exhibitor's Aids

Thos. H. Ince

Presents

CHARLES RAY

in

"THE SON OF HIS FATHER"

From the Famous Novel
By Ridgewell Cullum

or the Exhibitor's Information or House Organ, Cast and Synopsis of
"THE SON OF HIS FATHER"

CAST

ORDON CARBHOY	CHARLES RAY
AZEL MALLINSBEE	VOLA VALE
AVID SLOSSON	ROBERT McKIM
ILAS MALLINSBEE	GEORGE NICHOLLS
ETER MCSWAIN	JOHN P. LOCKNEY
AMES CARBHOY	CHARLES K. FRENCH
ARKER	GEORGE HOFFMAN

Producer . . . . . Thomas H. Ince

Director . . . . . Victor Schertzinger

THE STORY

Gordon Carbhoy, son of James Carbhoy, an imposing figure in the financial world, has recently graduated from an Eastern university, and enters his father's office as private secretary. The young man develops spendthrift tendencies, and his father, feeling called upon to remonstrate, tells the boy firmly, but kindly, that eventually he is to succeed to the management of his father's railroads, and that an abrupt termination of his wasteful habits is desirable----yes, necessary.

The son, in all the confidence and enthusiasm of Youth, asserts that already he has acquired sufficient knowledge of the rules of Big Business to conduct his father's affairs successfully; that if he had five thousand dollars he could run it into a hundred thousand in six months. It is largely a bluff on the part of the young fellow----and his father accepts it as such.

"All right, I'm calling your bluff," says Carbhoy senior, handing his son a check for five thousand dollars. "If you make the grade, I'll give you half interest here. Otherwise, there'll be a new brakeman on the worst road I own. Go to it."

For the moment the boy is nonplussed. He had no idea the discussion would take this unlooked-for turn, but, full of the fighting spirit that has carried his parent through many business battles, he accepts the money, shakes his father's hand, and, with a "Watch my smoke" starts out to tussle with the world.

Gordon decides to head for Yukon. On the train he falls in with some card sharps, and following a terrific fight, is rescued by a Montanan named Silas Mallinsbee, who invited the boy to visit him at Snake Falls. Mallinsbee is a big man in his way, owning most of the land in that part of the country. He is also the father of a very pretty girl, Hazel.

At the time Gordon arrives in Montana, there is a plan on foot to run a railroad through Mallinsbee's land. This would mean a fortune to the latter if the opposition of important New York interests could be sidetracked. The opposition happens to be Gordon's father, who has sent his agent, David Slosson, West to thwart the deal. Slosson falls in love with Hazel Mallinsbee and becomes Gordon's rival for the girl's hand as well as his rival in business.

How young Carbhoy pulls through the railroad deal, making a hundred thousand dollars for himself; how he kidnaps Slosson and lures his father West by knowledge of his parent's secret code, and how, eventually, he wins the love of Hazel Mallinsbee, is told in thrilling and fascinating detail.

"All right, I'm calling your bluff," says Garbody senior, handing his son a check for five thousand dollars. "If you make the grade, I'll give you half interest here. Otherwise, there'll be a new brakeman on the worst road I own. Go to it."

For the moment the boy is nonplussed. He had no idea the discussion would take this unlooked-for turn, but, full of the fighting spirit that has carried his parent through many business battles, he accepts the money, shakes his father's hand, and, with a "Watch my smoke" starts out to tussle with the world.

Gordon decides to head for Yukon. On the train he falls in with some hard sharps, and following a terrific fight, is rescued by a Montanan named Silas Mallinabee, who invited the boy to visit him at Snake Falls. Mallinabee is a big man in his way, owning most of the land in that part of the country. He is also the father of a very pretty girl, Hazel.

At the time Gordon arrives in Montana, there is a plan on foot to run a railroad through Mallinabee's land. This would mean a fortune to the latter if the opposition of important New York interests could be sidetracked. The opposition happens to be Gordon's father, who has sent his agent, David Slosson, West to thwart the deal. Slosson falls in love with Hazel Mallinabee and becomes Gordon's rival for the girl's hand as well as his rival in business.

How young Garbody pulls through the railroad deal, making a hundred thousand dollars for himself; how he kidnaps Slosson and lures his father West by knowledge of his parent's secret code, and how, eventually, he wins the love of Hazel Mallinabee, is told in thrilling and fascinating detail.

WHY "THE SON OF HIS FATHER" WILL MAKE MONEY FOR YOU

THE YEARNING TO CONQUER THE AIR is as old as man himself. Far back in Greek Mythology you read how Daedalus and his son, Icarus, flew from the wrath of King Minos by means of artificial wings.

WHEN THE WRIGHTS STARTED EXPERIMENTING with a flying machine the whole world derided their efforts.

BUT THEY WON OUT. Determination and a wonderful faculty for discrimination between rights and wrongs won out. But why?

BECAUSE THEY KEPT EVERLASTINGLY AT IT

Less than 14 years ago it was thought miraculous that an aeroplane could remain in the air for more than one minute. Less than ten years ago but few men believed in five reel features. These few had determination, discrimination, foresight and vision. They kept everlastingly at it. They are responsible for Paramount Pictures.

KEEPING EVERLASTINGLY AT IT BRINGS SUCCESS

HERE IS A PICTURE THAT WILL MAKE BIG MONEY for you if you will follow the impulse to start an advertising and publicity campaign on the series of Thomas H. Ince Productions in which Charles Ray will be starred. Your work on this picture will have its results on all following ones, too. Here's some facts about this picture.

THIS IS THE FIRST PICTURE in which Mr. Ince introduces the popular young star, Charles Ray, in Paramount Pictures.

THE STORY BY RIDGEWELL CULLUM has had an immense sale in book form, and is still one of the best sellers of the day. This is a typical Charles Ray photodrama, replete with thrills and adventures, and bubbling over with youth and high spirits.

LOOK OVER THESE ACCESSORIES

Paper
- Two one-sheets
- Two three-sheets
- Two six-sheets

Photos
- Ten 8 x 10 black and white
- Eight 11 x 14 colored gelatine
- Two 22 x 28 colored gelatine
- 8 x 10 photos of star

Cuts and Mats on Production
- Five one-column
- Three two-column
- Two three-column

Stock Cuts and Mats of Star
- Five one-column
- Three two-column
- Two three-column

Photogravure

Series of Advertising Layouts: Mats

Press Book, with sales talk, card and letter announcements, suggestions for lobby and other displays

Slides

Music Cues

THE PICTURE WAS DIRECTED BY VICTOR SCHERTZINGER, under the supervision of Mr. Ince. The cast is a wonderful one, with Vola Vale, one of the most beautiful screen stars, playing opposite Mr. Ray.

Tell your troubles to our Service Department and they will help you plan your campaigns for the promotion of all Paramount Pictures.

THE CAST

Gordon Carbhoy.....Charles Ray
Hazel Mallinsbee.....Vola Vale
David Slosson.....Robert McKin
Silas Mallinsbee..George Nicholls
Peter McSwain..John P. Lockney
James Carbhoy.Charles K. French
Harker .....George Hoffman
Producer, Thomas H. Ince
Director, Victor Schertzinger

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SUGGESTIONS FOR "THE SON OF HIS FATHER"

Post Card No. 1
Did You Ever See Charles Ray?

This talented youngster whose first entrance into pictures was merely as the support of a well-known stage star, but who, because of his wonderful acting, got all the credit in the newspaper reviews for the lead in the production, is now about to appear in Paramount Pictures. His first production, supervised by Thomas H. Ince, is called "The Son of His Father," and you surely will not miss seeing it at the ..... Theatre next week.

.....
Manager.

Post Card No. 2
The Secret of a Star's Popularity

Thos. H. Ince, while discussing Charles Ray's first Paramount production, said: "If I could sum it up in one phrase I would say, 'This star is popular because he has, not only the gift of youth itself, but the gift of naturally, spontaneously and unerringly portraying the mannerisms of youth, which appeals to young and old alike.' "

Why not see his first picture at the ..... Theatre next week?

.....
Manager.

SUGGESTED LETTER

Dear Madam:

There is an old saying, "The child is father to the man," and also a corollary that "Blood will tell." It is undoubtedly true that a man born with the proper heritage, pluck and ability can, even though seemingly useless, display many of the qualities of his parent.

Young Gordon Carbhoy was the son of a financial giant and a University graduate, but when taken into his father's office he drifted into spendthrift habits. He also obtained that malady so common to youth, "Caput distentum," or swelled head, and tried to tell his Dad how to run the business. He offered to make $5,000 produce $100,000 and his father called the bluff. How he bluffed and whether or not he succeeded is best told by Gordon Carbhoy himself in the person of Charles Ray, when he makes his debut in Paramount productions in the play entitled "THE SON OF HIS FATHER." This also is the first Ince supervised picture to be released in connection with Paramount Pictures.

You who know and like this wonderful young actor will undoubtedly want to see him in his first appearance, which will be at this theatre commencing .....

Yours very truly,

Manager.

FOLLOW UP POST CARD

You, no doubt, enjoyed seeing Charles Ray in his first Ince Paramount production at the ..... Theatre last week.

This is just to inform you that we will have all of the new Ray productions at this theatre during the coming year and invite you to attend each time they are shown. If you do not receive our weekly announcements will you please let us know at once.

Manager.

SUGGESTION FOR LOBBY AND WINDOW DISPLAY

As this production deals with finances and railroads, as well as a love affair, a sug-
ion for your lobby which might be in order would be to have a large pair of balance
es made up with a bag of gold in one pan and a large heart in the other, and on the
sbar between have a miniature railroad train; underneath you could have a card
ing: "Railroad system is the connecting link to the young man's financial re-
ces. Which wins—love or money?"

This same idea can be used for window display.

You can also get in touch with your local book store and have them make a feature
dow of the book, "THE SON OF HIS FATHER," BY RIDGEWELL CULLUM.
ou want to add to the effectiveness of your lobby display you can have made up a
e paste board replica of the novel or book with the title, "THE SON OF HIS
THER," and with a design painted on it similar to the one just above.

SUGGESTION FOR CAR CARDS AND NEWSPAPER ADVERTISING

Father Comes Across

Charles Ray, better known to film fans as "Ince's Wonder Boy," had a liking for
stage, but his father wanted him to enter business. A compromise was made and
arles went to a business school on the condition that if he did not like it he could go
k on the stage. After completing his course, he did go on the stage and his father
ked him financially, with the result that both are now well satisfied.

Charlie's first picture for Paramount is "THE SON OF HIS FATHER," at the
..... Theatre next week.

The Gift of Youth

Thos. H. Ince, director of photoplays of magnitude, in speaking of Charles Ray in
first Paramount production, "THE SON OF HIS FATHER," said:

"If I could sum it up in one phrase I should say that Mr. Ray's popularity is be-
use of his gift of youth and because he portrays naturally and spontaneously emotions
d mannerisms of youth which appeal to young and old alike." This first production
ll appear at the ..... Theatre next week.

Can You Turn $5,000 Into $100,000?

It can be done and is done by Charles Ray in his first Ince Paramount production,
THE SON OF HIS FATHER," which appears at the ..... Theatre next
eek. It seems like an uphill task, but being a chip of the old block he is able to turn
e trick neatly and successfully and also win the girl of his heart.

FATHER COMES ACROSS

Charles Ray, star of "The Son of His Father," in real life makes his father see things his way.

Charles Ray, "Ince's Wonder Boy," is one of the newest Paramount stars. He came under the direction of Thomas H. Ince three years ago, following a two-years' experience with repertoire companies on the road, experience that was rocky for Ray at times. On one occasion he played a German comedy character and had to make his wig out of bits of rope, owing to a lack of funds.

His father was Ray's most formidable opponent to his stage aspirations and would offer no help to the boy after he started out on his own. But at length a compromise was effected whereby Ray agreed to take a commercial course with the privilege of going on the stage afterward if business life didn't appeal to him.

He fulfilled the contract - at a large western business school - and went back on the stage. His father then decided to back the boy financially. The investment has earned Ray Sr. war dividends, for Charles Ray now commands a larger salary than many a bank president.

Charles Ray's greatest success in pictures came first through the portrayal of America's youth of unstable character. In these parts he was able to inject a sympathy that made an instant appeal. "The Coward" is an instance of this.

Later Ray branched off into more heroic types and still maintained his personal magnetic appeal that gets to his audiences right through the screen. As a result, he enjoys an enviable popularity wherever pictures are shown.

Ray is six feet tall, is an adept at French and Spanish, writes stories whenever the "spirit moves" him, takes a keen interest in electrical experiments and excels in all forms of athletic exercises. He is an ideal type of screen star with looks, youth, personality and dramatic ability.

"The Son of His Father" is the first Paramount picture in which Mr. Ray has appeared and was made under the direct supervision of Thomas H. Ince, the celebrated director of "Civilization" and others, aided by director Victor Schertzinger. "The Son of His Father," a thrilling and amusing comedy-drama is to be shown on .....at the.....Theatre.

This original biography with a large star cut or mat will look fine in your leading newspaper

Stock Star Cuts and Mats—Charles Ray

Issued in sets of ten, consisting of:

Top row—Two three-column cuts and mats
Center row—Three two-column cuts and mats
Bottom row—Five one-column cuts and mats

Always obtainable at your exchange

Ad Cuts with Pep and Punch—They Sell Your Seats

1. SINGLE COLUMN HALF-TONE.—This little cut will show wonderful results if well printed; but be sure that your printer's ink and paper are adapted to half-tone printing before you use it.
2. SINGLE COLUMN LINE CUT.—Here is a cut you can't go wrong on if you are after positive results at moderate cost. Of course it isn't as true to life as a half-tone, but it is a good eye-catcher and you won't have any trouble printing it.
3. DOUBLE COLUMN LINE CUT.—A line cut composed of solid blacks and whites will always print well. This double column line cut will draw the crowds as well as it prints.
4. DOUBLE COLUMN HALF-TONE.—In these days of shoddy inks and paper, hesitate before you use a haf-tone. If your paper is well printed, however, this realistic cut will work wonders.
5. TRIPLE COLUMN LINE CUT.—Nobody can read your local paper in which this ad. appears and miss your advertisement.
6. TRIPLE COLUMN HALF-TONE.—If your printer is willing to go to a little extra trouble for you, or if his paper is always well printed, use this cut. It is so realistic and dominating it can't be missed.

Thos. H. Ince presents

CHARLES RAY

in

"THE SON OF HIS FATHER"

A Paramount Picture

From the Famous Novel By Ridgwell Cullum

"For pure, unadulterated cussedness, you take the prize!" Charles Ray takes more than one prize in this tingling story of love, youth and inspiration. Don't miss it.

ALSO

Vic Moore in Camping and a Burton Holmes Scenic Picture

NEXT WEEK

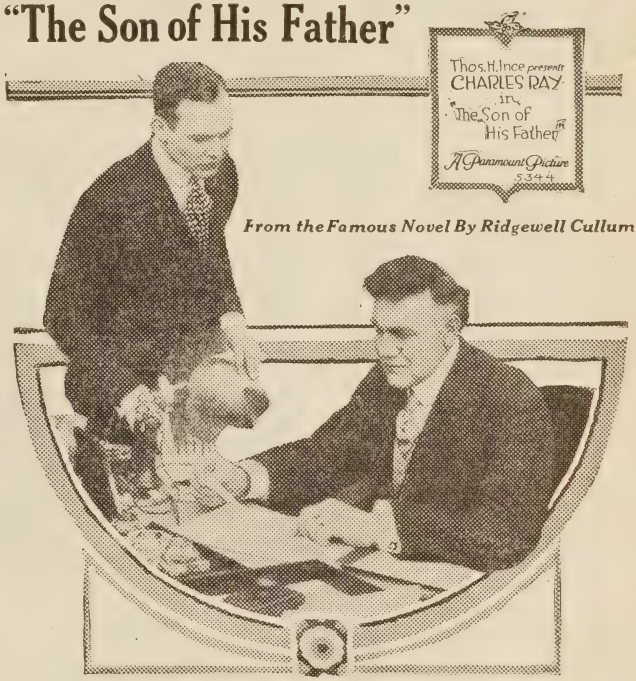
MARGUERITE CLARK in a Mary Roberts Rinehart Story

Admission 15c and 25c

PARAMOUNT THEATRE

THOS. H. INCE presents **CHARLES RAY** in

"The Son of His Father"



From the Famous Novel By Ridgewell Cullum

A Chip Off the Old Block

That's Charles Ray in this tale of *love, thrills and pluck.* The streak of "cussedness" that made the "governor" a winnner carries Charles Ray through to the *greatest triumph* he has ever scored.

Also—A Mack Sennett Riot

Next Week Enid Bennett **Admission 15c and 25c**

PARAMOUNT THEATRE

"Getting along" without advertising is like winking at a girl in the dark. You can hardly expect to get results.

Thos. H. Ince presents

CHARLES RAY

in "THE SON OF HIS FATHER"

A Paramount Picture

From the famous novel by Ridgwell Cullum

"I'll Call Your Bluff!"

You can't change the nature of a "chip off the old block," though. See Charles Ray go through adventures, thrills and a romance—and come out on top of the heap! You'll be delighted when you see this play.

Other Attractions—**A Mack Sennett Comedy and Burton Holmes**

Next Week—**Marguerite Clark in "Bab's Burglar"** A "Sub-Deb" Story by Mary Roberts Rinehart

10c and 15c Afternoon—Evening 15c and 25c

PARAMOUNT THEATRE *Broadway and Fifth Avenue*

5

"Youth will be served" the old saying goes. Is your advertising young and sprightly?

THOMAS H. INCE presents

Charles Ray in "The Son of His Father"

From the famous novel by RIDGWELL CULLUM

"Make the Grade and You're Made!"

Watch Carbhoy, Jr., steam through to success in the best play that Charles Ray has ever showed in. Replete with *romance, adventure, suspense and a bit of "cussedness."* All week at this theatre.

Other Attractions—**Victor Moore "In Bed-In Bad"—Burton Holmes in India**

Next Week—**Pauline Frederick in "The Hungry Heart"**

Admission—Afternoon 10c-15c—Evening 15c-25c

Paramount Theatre *Broadway and Fifth Avenue*

6

Rome wasn't built in a day and one or two ads won't complete your house of success

Thos. H. Ince

Presents

CHARLES RAY

in

"THE SON OF HIS FATHER"

From the Famous Novel By Ridgwell Cullum

"I'll call your bluff!" said Carbhoy, Senior; but it couldn't be done. The boy is a "chip off the old block" and he makes good in this thrilling story of love, youth, inspiration and ambition.

OTHER ATTRACTIONS

"FATTY" ARBUCKLE in "OH, DOCTOR"

BURTON HOLMES in THE CANADIAN ROCKIES

Next Week — Marguerite Clark
ADMISSION 15c

PARAMOUNT THEATRE

1

THOS. H. INCE *Presents* CHARLES RAY *in* "THE SON OF HIS FATHER"

From the Famous Novel By Ridgwell Cullum

"Watch My Smoke!"

Some smoke, too! Hits the high spots of romance, thrills, inspiration and suspence. A dazzling climax, You mustn't miss Charles Ray's greatest picture.

OTHER ATTRACTIONS

Vic. Moore in	Burton Holmes in
"In Bed—In Bad"	**"The Rockies"**

NEXT WEEK—Vivian Martin in "Molly Entangled"

ADMISSION—Afternoon 10c and 15c Evening 15c and 25c

Paramount Theatre

"The Home of Paramount Pictures"

3

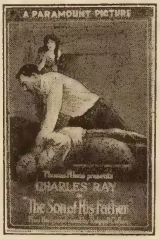
Advertisements are milestones on the road to success. How far have you travelled?

Cover your town with this paper and you will fill every seat at every performance

Always obtainable at your exchange

Three-sheet

One-sheet



One-sheet

Three-sheet

Six-sheet

Six-sheet

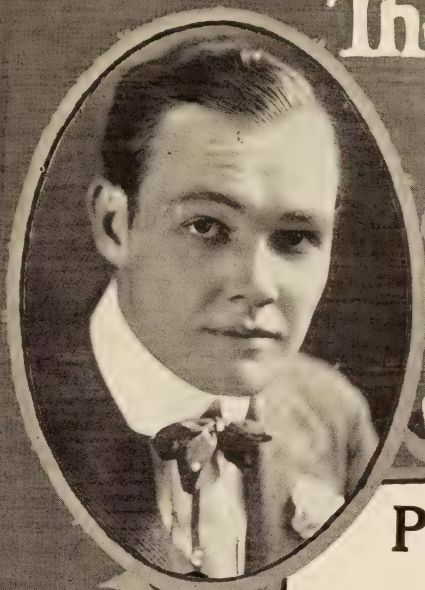
Set of Production Cuts and Mats "THE SON OF HIS FATHER"

ISSUED IN *SETS* OF *TEN* CONSISTING OF:

Top row—Two three-column cuts and mats
Center row—Three two-column cuts and mats
Bottom row—Five one-column cuts and mats

Always Obtainable at Your Exchange

REDUCED—AS SHOWN ABOVE



Thos. H. Ince
Paramount Pictures

CHARLES RAY

Press Book
and
Exhibitors' Aids

Thomas H. Ince *presents*

Charles Ray
in
"His Mother's Boy"

A picturization of **Rupert Hughes' story, "When Life Is Marked Down"**

Picturized by Ella Stuart Carson
Directed by Victor L. Schertzinger
Supervised by Thomas H. Ince

A Paramount Picture

THE CAST

Matthew Denton.....Charles Ray
Mabel Glenny.....Doris Lee
Banty Jones.....William Elmer
Tom Glenny.....Joseph Swickard
Jimmie Noonan.....Jerome Storm
Mrs. Denton.....Gertrude Claire
Mrs. Glenny.....Lydia Knott

Directed by Victor L. Schertzinger.

Supervision of Thomas H. Ince.

Music C

JUST WHAT YOU WANT TO KNOW ABOUT

"HIS MOTHER'S BOY"

The versatile young star, Charles Ray, in "HIS MOTHER'S BOY," has been given an exceptionally clever vehicle picturized especially for him by Ella Stuart Carson from the famous story by Rupert Hughes, "When Life is Marked Down."

VICTOR L. SCHERTZINGER DIRECTED "HIS MOTHER'S BOY," UNDER THE IMMEDIATE SUPERVISION OF THOMAS H. INCE, NOTED PRODUCER AND DIRECTOR. Mr. Schertzinger has directed all of Charles Ray's recent successes.

From six o'clock in the morning till late at night, Mr. Ince is to be found at the studio, for he *personally* superintends not only the actual directing, but the cutting, assembling, photography and every other detail of each production.

In the cast of "HIS MOTHER'S BOY" clever "Billy" Elmer has a prominent part. Other important members of the cast supporting Mr. Ray are: Doris Lee, Joseph Swickard, Jerome Storm, Gertrude Claire and Lydia Knott.

The story is about Matthew Denton, a strictly brought up New England boy whose father wrongly invests some money for his neighbors and dies, leaving the boy to redeem the family honor. How he goes out west to the mine, discovers the fraud and tricks which had been played upon his father and the neighbors, and wins back all the money together with a very pretty bride for himself, makes a charming and very original story.

We have prepared a fine list of accessories to help you put this picture across with a Bang! Some well-placed advertising and stories in your local newspaper will turn the trick. If in doubt, write Mr. Pierce of our Exhibitors' Service Department. His job is to help YOU! LET HIM TRY.

ACCESSORIES

(To be obtained at your Exchange)

Paper
- Two one-sheets
- Two three-sheets
- Two six-sheets

Photos
- Ten 8 x 10 black and white
- Eight 11 x 14 colored gelatine
- Two 22 x 28 colored gelatine
- 8 x 10 photos of star

Cuts and Mats on Production
- Five one-column
- Three two-column
- Two three-column

Stock cuts and Mats of Star
- Five one-column
- Three two-column
- Two three-column

Rotogravure

Series of Advertising Layouts: Mats

Press Book, with sales talk, card and letter announcements, suggestions for lobby and other displays.

Slides **Music Cues**

THE PLAYERS

Matthew Dento.....Charles Ray
Mabel Glenny.....Doris Lee
Banty Jones.....William Elmer
Tom Glenny.....Joseph Swickard
Jimmie Noonan.....Jerome Storm
Mrs. Denton.....Gertrude Claire
Mrs. Glenny.....Lydia Knott

Directed by Victor L. Schertzinger
Supervision of Thomas H. Ince

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15. Advance Publicity
16. Advance Publicity
17. Cast and Synopsis
18. Synopsis Continued

Back Cover—Exchange List

ADVERTISING SUGGESTIONS FOR

"HIS MOTHER'S BOY"

Post Card No. 1

To be sent out nine days before showing of picture.

Dear Madam:

Charles Ray, the versatile young star, will be seen in the ..... theatre on ..... in a photoplay entitled "HIS MOTHER'S BOY." This play has been picturized from the famous story of Rupert Hughes entitled "When Life is Marked Down," and we hope to see you at the theatre on that date.

Manager.

Post Card No. 2

To be sent out six days before showing of picture.

Dear Madam:

The photoplay about which we wrote you a few days ago, "HIS MOTHER'S BOY," with Charles Ray in the leading role, was staged by the famous producer, Thos. C. Ince, and has a supporting company of distinguished photoplay artists.

Don't forget that it will be shown at the ..... theatre on .....

Manager.

SUGGESTED LETTER

To be sent out 3 days before the showing of the picture

Dear Madam:

Did you know that Charles Ray, the talented young star, possesses a variety of talents aside from the histrionic and that he does not limit his activities to the studio? He excels in all forms of athletics, takes a keen interest in electrical experiments, is an apt student of French and Spanish, and for his own amusement writes stories whevener inspired by a particularly good idea.

He flashed into stardom over night in the role of "The Coward," a Broadway production, and critics at once proclaimed him a remarkable "find" for the screen. Their opinions were substantiated by his splendid work in many succeeding pictures.

Totally unlike the weakling characters which he has played and which one expects him to portray in "HIS MOTHER'S BOY," he turns from a timid, shrinking boy, who has been tied to his mother's apron strings, into a ferocious bully and returns his rival's blows with such effectiveness that the battle is soon over.

This photoplay is full of color and will not only interest those who have never seen a refining plant, but will be of educational value as well. It has everything in it which will endear the popular young star to the hearts of those who witness the production at the ..... theatre on .....

Charles Ray has never had a better chance to display his talents than in "HIS MOTHER'S BOY" and we hope you will not fail to come to the showing of this picture.

Cordially yours,

Manager.

Follow-up Post Card

Dear Madam:

We sincerely trust you will not miss the showing of "HIS MOTHER'S BOY" about which we have sent you several communications, at the ..... theatre today.

Manager.

ADVERTISING SUGGESTIONS FOR

"HIS MOTHER'S BOY"

LOBBY DISPLAY: The story of "HIS MOTHER'S BOY" deals with Charles Ray in the oil fields of Texas. Here is a good opportunity for you to create considerable interest by erecting a derrick—if you have room for it in your lobby. If you have not the space for a full-sized derrick, why not construct a series of miniature oil wells, with its little gasoline pump hooked up to several wells. Buy some crude oil and have the miniature wells pumping actual crude oil. The smell of the oil, the novelty of the display, the educational value which will be derived in many localities by witnessing such an exhibit should attract considerable attention.

WINDOW DISPLAY: In keeping with your Lobby Display, hardware or dry goods stores should be interested in getting up similar exhibits, whether to sell machinery, tools, etc., or to sell clothing outfits, in towns where there is no possibility of selling anybody an oil miner's outfit, you might work this plan by contrast. You might say on the card in your window:

> "This is a typical Texas oil plant, but since we are not in Texas, we use this exhibit to help sell the clothes which are adequate in *this* community."

CAR CARDS: If you were to offer a prize on your car cards to everyone who would go to so-and-so's window and rightly guess what the exhibit is about, you would please your local store keeper; would enhance interest in his show-window, and he in turn would take interest in boosting your production. You might offer some free tickets to those who would guess the meaning of the exhibit.

STREET DISPLAY: If you were to mount on a street float a series of tanks and miniature distilleries with a card reading something like this:

> "This is the way in which gasoline was made from crude oil—see exhibit in the lobby of the ..... theatre today"

and then have an additional banner entiled:

> "See Charles Ray in 'HIS MOTHER'S BOY' at the ..... theatre"

you would not only arouse the interest of those who have never seen a refining plant, but you would draw their attention directly to your lobby.

Those who saw Charles Ray in his recent production "THE SON OF HIS FATHER" realize not only what a splendid production it is, but what the new photoplay "HIS MOTHER'S SON" has in store for the patrons. This new production with Charles Ray as the star has everything in it to endear it to your people, with splendid local color in New England where the boy is tied to his mother's apron strings and further excellent scenes when a timid, mother's boy becomes a ferocious bully. Catch lines like the following on your window cards would help to arouse the mothers in your neighborhood:

> IF YOUR BOY WERE TRANSFORMED FROM A TIMID LAD INTO A FEROCIOUS BULLY, WOULD YOU WANT HIM TO DEVELOP THE WAY CHARLES RAY DOES IN "HIS MOTHER'S BOY"?

The management of the ..... theatre is interested to have your opinion on the subject. Please leave all communications with the manager—no attention paid to anonymous letters.

FOR ADDITIONAL SUGGESTIONS PLEASE WRITE TO THE EXHIBITORS'S SERVICE DEPARTMENT

485 Fifth Avenue, New York City

CHARLES RAY

Possessing a variety of talents aside from the histrionic, Charles Ray, star in forthcoming Paramount-Ince productions, does not limit his activities to the studio lot. He excels in all forms of athletics, takes a keen interest in electrical experiments, is an apt student of French ar Spanish, and, for his own amusement, writes stories whenever inspired by particularly good idea.

He came under the direction of Thomas H. Ince three years ago, following two years' experience with repertoire companies on the road. He appeared for some time in two or three reel pictures, in which he was required to perform all manner of hazardous feats. Then he flashed into stardom over night in the titular role of "The Coward." Critics at once proclaimed him a remarkable "find" for the screen. Their opinions were strongly substantiated by his splendid work in his succeeding pictures.

Totally unlike the weakling characters which he has played, Ray as a boy showed determination and dogged perseverance to accomplish what he desired most in the world—to be a successful actor. His father was a formidable opponent of this aspiration. But at length a compromise was effected whereby Ray, junior, agreed to take a commercial course in college with the privilege of going on the stage afterward in case business did not suit him. He fulfilled the requirement, then took advantage of the privilege. His first stage appearance was so good that his father, who had been sitting down front, decided to give the boy not only encouragement, but financial backing.

The investment was a shrewd one, for now Ray commands a higher sala than many a bank president, and enjoys an enviable populairty wherever pictures are shown. He is six feet tall, has dark brown hair and eyes a is possessed of a winning personality. As he is not twenty-six years of age, his greatest successes are undoubtedly yet to come.

"His Mother's Boy," Ray's latest Paramount picture, will appear for the first time in this city at the .....Theatre on .....

Charles Ray

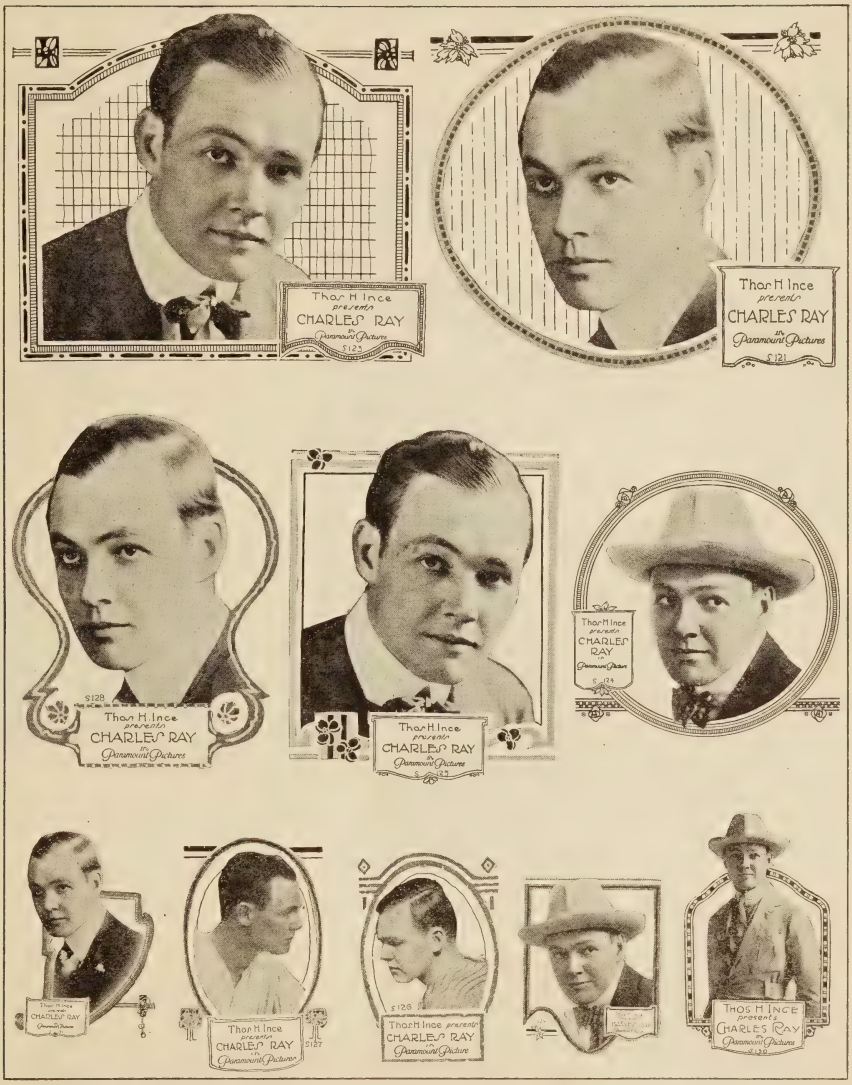


Illustration is a reduction of sizes listed below

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Always Obtainable at Your Exchange

All of these cuts were chosen for their selling power from a large lot of stills. The one- and two-column cuts are appealing, economical trade-getters; the three-column cuts are bound to pull business by sheer size and attractiveness. We have had the half-tones engraved so that they will print well on newspaper under good conditions. If your printer uses good ink and paper and is exceptionally conscientious in his work you are safe in using half-tones. If you are not sure on these points give preference to the line-cuts. They will print well under almost any conditions.

Thomas H. Ince *Presents*

Charles Ray

in

"His Mother's Boy"

A picturization of Rupert Hughes' story
"When Life Is Marked Down"
Picturized by **Ella Stuart Carson**
Directed by **Victor L. Schertzinger**
Supervised by **Thos. H. Ince**

Of all the great young screen idols none is so easy on the eye as Charles Ray. His fine natural work in this picture of love and "making good" stamps him as one of the very greatest actors of the screen.

Don't Miss This Picture

Other Attractions

The pictures that are advertised in the Saturday Evening Post

Your Theatre

Thomas H. Ince *presents*

A picturization of Rupert Hughes' story **"When Life Is Marked Down"**
Picturized by Ella Stuart Carson. Directed by Victor L. Schertzinger
Supervision Thos. H. Ince

A THRILLING STORY OF ADVENTURE

This is, without a doubt, the greatest story that Mr. Ray has ever been "filmed" in. Love, thrills, intrigue and adventures knitted together by a master hand into a burning heart interest picture that you'll remember for many a day. You can't afford to miss it.

Other Attractions

Name of Your Theatre

Spare the ad and spoil the business

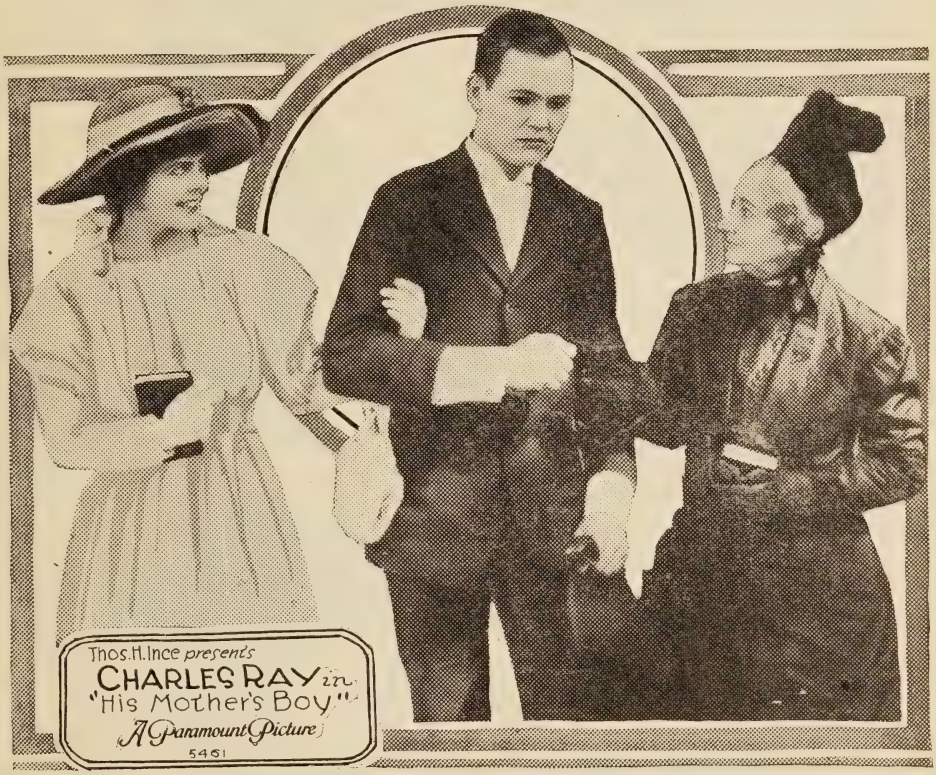
Thomas H. Ince *presents*

Charles Ray in "His Mother's Boy"

Picturized by Ella Stuart Carson

A picturization of **Rupert Hughes' story, "When Life Is Marked Down"**

Directed by Victor L. Schertzinger *Supervised by* Thos. H. Ince



A Corking Story of "Making Good"

The youthful vigor of the star, his thrilling adventures, and the tingling heart interest element of this picture make it one of the greatest pictures ever screened.

Don't Miss It!

Other Attractions

Name of Exhibitors' Theatre

Early and provident advertising is the mother of bank accounts

THOMAS H. INCE presents

CHARLES RAY IN "His Mother's Boy"

A picturization of Rupert Hughes' story "When Life is Marked Down."
Picturized by Ella Stuart Carson. Directed by Victor L. Schertzinger.
Supervised by Thos. H. Ince.

A Great Heart Interest Story

Mr. Ray is cast as a youth who, by native shrewdness and pluck, succeeds in clearing the family name, unearthing cunning, intrigue and winning—it's your move, come and see it.

EXHIBITORS' THEATRE

Tell me your advertising policy and I'll tell you what you are

Music Cues!

Ask Your Exchange
For Them

Thomas H. Ince *presents*

A picturization of Rupert Hughes' story
"When Life is Marked Down"
Picturized by Ella Stuart Carson
Directed by Victor L. Schertzinger
Supervised by Thomas H. Ince

It is the naturalness of Charles Ray that makes him so convincing and pleasing, and makes his work so delighting to the eye. This naturalness was never so evident as in this picture of romance and "making good" in the Texas oil fields. See it now.

Other Attractions

Your Theatre

Thomas H. Ince *presents*

Charles Ray

in "His Mother's Boy"

A picturization of Rupert Hughes' story
"When Life is Marked Down"
Picturized by Ella Stuart Carson
Directed by Victor L. Schertzinger Supervised by Thomas H. Ince

An Old Fashioned Love Story

Mr. Ray is one of the very greatest portrayers of romantic characters the stage has ever had. "His Mother's Boy" proves this beyond the shadow of a doubt. This story of romance, adventure and sheer pluck is the greatest that has been filmed for a long, long time.

Other Attractions

We show the famous pictures advertised in the Saturday Evening Post

Name of Your Theatre

The paths of advertising lead but to success

Cover Your Town With This Paper

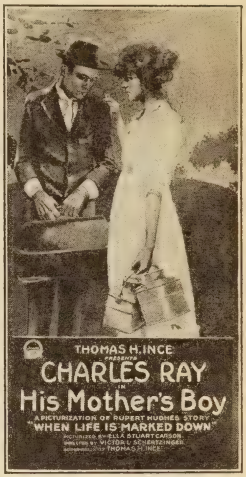
You will fill every seat at every performance

Three Sheet

Always available
at your exchange

One Sheet

One Sheet



Three Sheet

Six Sheet

Six Sheet

SLIDE

STOCK PRODUCTION CUTS AND MATS

Charles Ray in "His Mother's Boy"

ISSUED IN SETS OF TEN CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above **Always Obtainable at Your Exchange**

Press stories to be sent out a week or ten days in advance of the showing of "HIS MOTHER'S BOY"

Charles Ray's newest Thomas H. Ince picture for Paramount is called "His Mother's Boy." It is a picturization of Rupert Hughes' story, "When Life is Marked Down." The scenario is the work of Ella Stuart Carson. It will be shown at the ..... Theatre on .....

A notable personage of contemporaneous fiction is Rupert Hughes, litterateur, dramatist, and soldier. One of the most popular of his recent stories is "When Life is Marked Down," which has been made into a Paramount picture by Thomas H. Ince. It will be known as "His Mother's Boy," with Charles Ray in the stellar role. This picture will be seen at ..... on.....

Charles Ray, the popular Thomas H. Ince star, who will be seen at the ..... on ..... in a new Paramount photoplay, "His Mother's Boy."

Ray, who is one of the best liked of screen luminaries, is afforded many opportunities in this picture to further increase the number of his admirers. He seems to occupy a peculiar niche in the motion picture hall of fame—a place that apparently is not shared with any of his contemporaries. Ray has been before the public for several years—always under the direction of Thomas H. Ince—and, though starred in a wide range of roles, has never failed to contribute a notably fine screen performance.

Ray will have a supporting company of distinguished photoplay artists, including Doris Lee, William Elmer, Joseph Swickard, Jerome Storm, Gertrude Claire and Lydia Knott.

Charles Ray's second photoplay "His Mother's Boy," produced by Thomas H. Ince, for Paramount, will have as a background an immense oil producing field for several big scenes. Oil wells in actual operation will be graphically pictuerd, and those who have not had an opportunity to study this important industry at close range will get a splendid idea of the magnitude of an oil field, with its hundreds of derricks. In "His Mother's Boy" Ray will have the assistance of clever players, including Doris Lee, a new leading woman of the Ince forces.

Patrons of Paramount pictures will have a chance to see Thomas H. Ince's popular young star, Charles Ray, in his newest offering, "His Mother's Boy," at the ..... on .....

Ray has the advantage of a supporting company of more than ordinary excellence, and Director Victor L. Schertzinger has provided numerous novel photographic surprises. Besides Mr. Ray, in the cast are Doris Lee, William Elmer, Joseph Swickard, Jerome Storm, Gertrude Claire and Lydia Knott.

Ray is a young man who is taught to rely upon his mother for every need. His father is dead, and when a number of the townspeople who have been induced to buy stock in a Texas oil company on the recommendation of his late parent, denounce the latter's good name and intentions, the son declares he will make good any losses sustained by reason of his father's faith in the oil company.

How the young fellow goes to Texas to work in the oil field, how he lives up to his promise to the people of his home town, and how he achieves success against all sorts of obstacles and eventually wins the love of a beautiful young girl, combine to make "His Mother's Boy" one of the most interesting photoplays that have come from the Thomas H. Ince studios.

There was a small part to be filled in "His Mother's Boy," the second Charles Ray picture, that Thomas H. Ince is producing for Paramount. Tall girls, short girls, blonds and brunettes—none seemed to fit the requirements of the author. After Mr. Ince had dismissed a dozen or more applicants, a modest little girl knocked at the door of his office and stood hesitatingly with a few letters and papers in her hand. It was one of the office staff of stenographers that Mr. Ince must have seen day in and day out for many weeks, and yet, for the first time he noticed her pencil and note book and appears on the screen as a full fledged actress under Mr. Ince's direction. She cleverly portrays the role of a New England village girl whose admiration for Ray leads her into an embarrassing predicament. Mr. Ray will appear in "His Mother's Boy" at the ..... Theatre on.....

Press stories to be sent out two or three days in advance of the showing of "HIS MOTHER'S BOY"

Charles Ray, the clever young Paramount star who is to appear at the ..... Theatre on ..... has a new Mercer. It is a very brilliant red, and his friends call it "The Red Devil," but Ray's private name for it is "Tobasco." It has everything but a wall bed and an elevator.

CHINA DELICIOUSLY REPRESENTED AT INCE STUDIOS

To meet a supposed demand for peanuts, candies and other goodies, a good-natured old Chinaman has become part of the working staff at the Ince studios at Los Angeles. He arrived without invitation, but soon became a recognized part of the institution, wandering about the "lot" and casting his celestial gaze on the stars and "extras" alike in an incurious way.

He is not well versed in the technique of making motion pictures, and recently was a source of considerable embarrassment to Director Victor L. Schertzinger, who was filming a scene from "His Mother's Boy" under the supervision of Thomas H. Ince, starring Charles Ray.

The story called for a church scene. It was to be a typical New England village church and its pews were crowded with extras carefully selected and dressed as typical New England "types." Just as Mr. Schertzinger, after a long and arduous rehearsal, had everything to his liking, and the cameraman was "shooting," the doors of the sacred edifice opened and the almond eyed "Chink" walked up the aisle, offering fresh peanuts to the crowd! Needless to say, the scene was retaken—but China was not represented. "His Mother's Boy" will be shown at the ..... Theatre on .....

In "His Mother's Boy," the new Paramount photoplay in which Charles Ray will be seen at the ..... Theatre on ..... the popular Thomas H. Ince star will have a part much to his liking,—that of a young fellow who has been brought up in a very small New England town, the idol of his mother, and without much association with other boys of his own age.

This leads him later in life into many strange and unexpected complications and adventures. "His Mother's Boy" is a picturization of Rupert Hughes' story, "When Life is Marked Down."

Charles Ray, the Paramount star who is appearing in the Thomas H. Ince production "His Mother's Boy" at the ..... Theater is nursing a grievance. "It seems to me," he remarked recently, "that the authors might show a little more consideration for me. They pick out the most uncomfortable and un-getatable places on the map for me to work in, I believe. For instance, in "His Father's Son," which was my last Paramount release, they gave me a glimpse of a gorgeous apartment, and when I was just beginning to feel at home there, moved me out to the very worst little hotel in Montana. In "His Mother's Boy," I have to spend most of my time in an atrociously tight suit and high collar—and, not content with that, in the oil fields of Texas."

All of which Charles Ray remarked jestingly, as he is one of the most popular and best natured stars of the Ince-Paramount studios.

CHARLES RAY AT ..... THEATRE ON .....

There was no premeditation on the part of the Paramount officials or Mr. Thomas H. Ince, when they picked out "His Mother's Son" for Charles Ray to follow "The Son of His Father"—it is just one of those queer happenings that occur once in a while in filmdom, for the two productions are very unlike each other, although both are attractive, wholesome photoplays, of the typical Ray variety. The latest, "His Mother's Boy," will be shown in this city for the first time at the ..... Theatre on .....

Thomas H. Ince, the Paramount director who is now starring Charles Ray in "His Mother's Boy" at the ..... Theatre has had an interesting career. From his earliest youth Mr. Ince has been associated with the stage and screen, having appeared in

---

Rupert Hughes, who wrote the original story from which Ella Stuart Carson made the screen version of "His Mother's Boy," in which Charles Ray is starring at the ..... Theatre on ..... is one of the best known American short story writers and novelists. He has porduced on an average about a dozen stories, novels or plays a year. "His Mother's Boy" is a clever adaptation of his well-known story, "When Life is Marked Down."

THE STORY

Matthew Denton is a product of a New England village. His father wa a prominent business man, who, during the later period of his life, had encouraged a number of his fellow-townsmen to invest in the Centipede Company, owners of Texas oil property.

Matthew lives with his widowed mother. She showers a wealth of motherly care on him, and refuses to permit him to mingle with the other lads of the town, with the result that he grows up tied to her apron strings, and is known as "his mother's boy."

The purchasers of the Centipede stock receive notice that there will be no dividend, that the stock gives every indication of becoming worthless because of a loss in the wells' producing capacity. A delegation of townspeople, calling on Matthew's mother, denounce her late husband for having induced them to purchase the stock. Matthew overhears the tirade, comes to his mother's assistance, and declares that in the future he shal be "a-somebody." None shall lose a penny through this investment, he asserts, for he will go to Texas, work in the oil fields himself, and eventually pay off the investors.

The story shifts from the quaint New England village to a bustling town in Texas—a typical oil town, with its hordes of workers, its rudely constructed hotel and ever-present bar, and its town drunkard, who has a wife and pretty daughter. Matthew begins his career as a workman in one of the oil wells, and lives at the boarding house of Mrs. Glenny, where h meets her daughter, Mabel.

Tom Glenny, the town drunkard, in order to procure money with which to buy liquor, has been tapping the line of the Centipede Company and diverting the flow into the pipe of another concern. Most of the workers live at the Glenny home, among them Banty Jones, the town bully, who has paid Tom Glenny to tap the Centipede line. Banty wants to marry Mabel Glenny, but Matthew wins her love, and when the girl proudly displays an engagement ring, Jones gives Matthew twenty-four hours in which to leave

town, with the alternative of being the target for Jones' gun. Matthew's innate timidity makes him cower before the savage verbal attacks of Jones much to the disgust of Mabel, who returns the ring and announces that fro that moment no engagement exists.

In the meantime, Matthew has discovered the parallel pipe lines, and that night sees Tom Glenny about to tap the Centipede line. He hurries to the telegraph office and notifies the president of the Centipede Company of his discovery. Later, Matthew overhears Jones denounce Tom Glenn for failing to tap the line, and, as he realizes the father of the girl h loves has only been the tool of the bully, the hitherto timid and shrinking boy suddenly turns into a ferocious being. When Jones attempts to assault him he returns his blows with such effectiveness that the battle is soon over—and in Matthew's favor.

Then follows a series of exciting episodes, the story ending happily

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CHARLES RAY IN "HIS MOTHER'S BOY" DEPICTS LIFE IN THE OIL FIELDS OF TEXAS

Persons who never have seen an oil well in operation will appreciate this featuer of "His Mother's Boy," the new Thomas H. Ince photoplay starring Charles Ray, which will be seen at ..... on ..... The fortunes of a Texas oil company play an important part in this new Paramount picture, and afford an interesting and novel background for the story.

Charles Ray never has had a better chance to display his marked talents as a screen star than in "His Mother's Boy." The role is that of a young man brought up in a small New England town. His dead father had recommended the purchase of stock in an oil company to some of his friends. The venture meets disaster, with the result that the stockholders blame the dead man for the financial misfortunes.

Charles Ray, as the son of the man whose reputation is maligned, declares he will make good every loss sustained by his father's friends, and in the effort to live up to his promise he goes to Texas, works in th oil fields, and incidentally discovers why the oil company in which his father's friends are interested has met with failure.

Victor L. Schertzinger, who has been associated with Ray in all of this Thomas H. Ince's star's recent screen successes, directed the production of "His Mother's Boy."

TRADE MARK
Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

TRADE MARK
ARTCRAFT PICTURES

List of Paramount Exchanges

DISTRIBUTING

"HIS MOTHER'S BOY"

Boston, Mass.—10 Shawmut St., Famous Players Film Co. of N. E.

New Haven, Conn.—131 Meadow St., Famous Players Film Co. of N. E.

Portland, Me.—85 Market St., Famous Players Film Co. of N. E.

Sherry, 729 7th Ave., Wm. L. Sherry Feature Film Co., Inc.

Buffalo, N. Y.—145 Franklin St., Wm. L. Sherry Feature Film Co.

23rd St.—71 West 23d St., Famous Players Exchange.

Philadelphia, Pa.—1219 Vine St., Famous Players Exchange.

Washington, D. C.—525 13th St., N. W., Famous Players Exchange.

Pittsburgh, Pa.—Penn Ave. and 12th St., Famous Players Film Serv., Inc.

Cleveland, Ohio—Standard Theatre Bldg., Prospect Ave. near 9th Ave., Famous Players Film Serv., Inc.

Chicago, Ill.—220 So. State St., Famous Players Film Serv., Inc.

Cincinnati, Ohio—107 West 3d St., Famous Players Film Serv., Inc.

Detroit, Mich.—278 Jefferson Ave., E., Famous Players Film Serv., Inc.

Kansas City, Mo.—2024 Broadway Kansas City Feature Film Co.

St. Louis, Mo.—3929 Olive St., Kansas City Feature Film Co.

Minneapolis, Minn.—Produce Exchange Bldg., Famous Players Star Feature Film Serv., Inc.

Salt Lake City, Utah—133 East 2d South St., Notable Feature Film Co.

Denver, Colo.—1749 Welton St., Notable Feature Film Co.

San Francisco, Cal.—645 Pacific Bldg., Progressive Motion Picture Co.

Seattle, Wash.—Central Bldg., Progressive Motion Picture Co.

Los Angeles, Cal.—Marsh Strong Bldg., Progressive Motion Picture Co.

Portland, Ore.—9th and Burnside Sts., Progressive Motion Picture Co.

Atlanta, Ga.—51 Luckie St., Southern Paramount Picture Co.

New Orleans, La.—814 Perdido St., Southern Paramount Picture Co.

Dallas, Texas—1902 Commerce St., Texas Paramount Picture Co.

Thomas H. Ince *presents*

Charles Ray

in "THE HIRED MAN"

Story by
Julien Josephson

Hitch your wagon to a REAL star

Of all the young leading men none is so easy on the optic nerves as Ray. His fine, easy, sane acting is a balm to the feelings . . . . . Thomas Ince presented Ray in his present vehicle, but he could probably present him in "East Lynne" if he wished to do so and still have him a success. In other words you may hitch your wagon to any sort of star if the star be of sufficient magnitude.

— New York Tribune.

Thomas H. Ince Production

Figure the new patrons that Mr. Ray made for you on his first two Paramount Pictures when you book this picture. Accommodate all of them — that means a "long run."

Press Book
and
Exhibitors' Aids

MUSIC CUES FOR THIS PRODUCTION CAN BE OBTAINED AT YOUR EXCHANGE.

THE PLAYERS

EZRY HOLLINS .....CHARLES RAY
Caleb Endicott .....Charles French
Walter Endicott, his son.....Gilbert Gordon
Mrs. Endicott, his wife.....Lydia Knott
Ruth Endicott, his daughter....Doris Lee
Stuart Morley.....Carl Ullman

Directed by Victor L. Schertzinger
Supervision of THOMAS H. INCE

Paramount Pictures

NOTICE

In the future you will find in nearly every press book a special cartoon drawn by "Bress". These cartoons are used by all the larger metropolitan newspapers the day following the first showing, and have been found to be ***most effective*** as "teezers" to interest the public in your theatre and your pictures.

WATCH FOR THE CARTOONS!

ACCESSORIES
(Obtainable at your Exchange)

Paper
- Two one-sheets
- Two three-sheets
- Two six-sheets

Photos
- 10 8 x 10 black and white
- 8 11 x 14 colored gelatins
- 2 22 x 28 colored gelatins
- 8 x 10 photos of star

Cuts and Mats on Production
- Five one-column
- Three two-column
- Two three-column

Stock Cuts and Mats of Star
- Five one-column
- Three two-column
- Two three-column

Photogravure
Series of Advertising Layouts:
- Mats

Press Book with sales talk, card and letter announcements, suggestions for lobby, newspaper publicity stories and special cartoon.

Slides
Music Cues

THE PLAYERS

EZRY HOLLINS, CHARLES RAY
Caleb Endicott.....Charles French
Walter Endicott, his son, Gilbert Gordon
Mrs. Endicott, his wife, Lydia Knott
Ruth Endicott, his daughter, Doris Lee
Stuart Morley.....Carl Ullman
Directed by Victor L. Schertzinger
Supervision of THOMAS H. INCE

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MUSIC CUES

Keep a file of Progress-Advance on your desk. Among other helps, it gives the music cues in every issue.

MUSIC CUES FOR ALL PRODUCTIONS
AVAILABLE AT YOUR EXCHANGE

Things you want to know about "The Hired Man"--A Paramount Picture

THE STAR	This is Charles Ray's third Paramount picture, following "The Son of His Father," which scored a big success, and "His Mother's Boy."
THE STORY	One of the most appealing, "human-interest" stories of recent days. Deals with the sacrifice of Ezry (Mr. Ray) for the brother of the girl he loves.
THE DIRECTOR	Victor L. Schertzinger—under the direct, personal supervision of THOMAS H. INCE himself.
THE CAST	Includes Charles French, Gilbert Gordon, Lydia Knott, Doris Lee and Carl Ullman.
THE PHOTOGRAPHY	Fully up to the high standard set by Mr. Ince in his former productions. The scenes of the fire exceptionally realistic.
THE AUTHOR	Julien Josephson, popular writer of short stories for magazines.
AS A WHOLE	Enjoyable and entertaining, with much "comedy-relief" and some extra fine characterization work by the star.

WE'RE GIVING YOU A MILLION DOLLARS WORTH OF ADVERTISING ON "THE HIRED MAN"—WHAT ARE YOU DOING FOR YOURSELF?

By using the trademark everywhere, you are 'tying up' with the biggest advertising campaign ever carried on in this industry.

THE PEOPLE ARE WATCHING FOR PARAMOUNT PICTURES
SHOW THE TRADEMARK!

POST CARD No. 1
(Try sending this out 9 days ahead of the showing)

Dear Madam:

Charles Ray, in "The Hired Man," is coming to the.....theatre on..... We believe this young actor to be the finest of his kind appearing on the Screen to-day. Doubtless you agree with us and will surely want to see him in this new Ince Photoplay.

.....

Manager.

POST CARD No. 2
(To be sent out 6 days ahead of showing)

Dear Madam:

Just another word about the new Ince-Paramount photoplay, "The Hired Man," with Charles Ray as the star. If you saw "The Son of His Father" you would doubtless not wish to miss this production, which comes to the .....theatre on..... If you did not see the above photoplay, you will surely wish to see this one.

.....

Manager.

SUGGESTED LETTER

Dear Madam:—

Probably no notice from us is required to call attention to the appearance of Charles Ray in "The Hired Man," the third Ray picture under the Ince-Paramount banner, but we wish to add a line about this production which will doubtless interest you.

You may have been one of those who have followed the rise of Charles Ray through his various productions in the past. You have laughed and cried with him in "The Pinch Hitter," "The Clodhopper," "The Son of His Father" and "His Mother's Boy."

If you saw any of these pictures you will want to see his latest picture, coming to this theatre on..... And **if you did not see any of them,** let me say to you that I believe there is not a young man before the screen to-day that expresses anywhere near the lieve there is not a young man on the screen to-day who expresses anywhere near the charm and the ability exemplified by Charles Ray.

This latest picture of his gives him all of the latitude of "The Clodhopper" and "The Son of His Father." In the character of Ezry Hollins he cherishes a desire to educate and lift himself above the clods.

This exemplification of commendable boyish ambition and eventual accomplishment is something that every young person in your acquaintance should see; something that every grown-up will appreciate and adore.

Come to the.....Theatre on....., and come early.

Yours for service,

.....

Manager.

FOLLOW-UP POST CARD
(To be sent out the day before or the day of the showing)

Dear Madam:—

Just a word about the showing of "THE HIRED MAN," with Charles Ray, at the .....theatre to-day. Be sure to come—early.

.....

Manager.

ADVERTISING SUGGESTIONS FOR "THE HIRED MAN"

LOBBY DISPLAY: This photoplay has to do with the self-education of a farm boy, Ezry Hollins (Charles Ray). The scene is laid on the farm. The picture therefore lends itself to every conceivable kind of advertising on farm materials, school books, school supplies, and women's apparel suitable for Ruth Endicott, the girl that Charles Ray is in love with. With a cut-out of Charles Ray, why not erect in your lobby—if your house policy permits—show some farm scene. Either a hay-mow, or a barn scene, showing Charles Ray at work by lantern light studying to better himself. By reading over the story of the play contained in this Press Book you may get still more ideas which will help you to conceive the idea for your lobby which will best fit your pocketbook and possibilities.

STREET DISPLAY: A hay wagon—if you can obtain one—with a cut-out of Charles Ray seated thereon, or a lad dressed up like Charles Ray—would be good advertising for this play. Your banners for the side of the hay wagon would tell of the theatre, the showing of the picture—and the time schedule for your performances.

WINDOW DISPLAY You can sell your farm supply stores for window display on this production. Catch-lines such as this: "THE KIND OF A RAKE CHARLES RAY USES IN 'THE HIRED MAN' in the ..... theatre." "SEE the photoplay—but buy the rake. It will pay you to own one."

For the department stores, you can sell your window display artists on a competitive display, with a prize to the man who takes this Press Book, reads the story of the production, and then makes the display of women's gowns for Ruth Endicott with a little display card reading something like this:

> "THIS IS A DISPLAY WINDOW COMPETING FOR THE PRIZE OFFERED BY MANAGER ..... OF THE ..... THEATRE FOR SUITABLE GOWNS WHICH MIGHT BE WORN BY RUTH ENDICOTT IN 'THE HIRED MAN'—THE SWEETHEART OF CHARLES RAY."

For the book stores, this photoplay offers endless suggestions for the display of school supplies—with a cut-out of Charles Ray in the window, plus a little card concerning the photoplay to be run in your theatre and the date. You might even run a contest as follows:

SUGGESTED CONTEST: "The ..... Theatre will offer a prize to the school child who will offer the best suggestion as to a list of school supplies to be found in this window which will offer Charles Ray in 'THE HIRED MAN' the best implements with which to get an education. Make out your replies legibly; write them on one side of the paper only; and send to the Contest Editor, ... Theatre, (address)."

Here's another: "PSYCHOLOGY CONTEST." "PRIZE OFFERED BY THE ..... THEATRE." "Walk past this window once; see how many things you can remember in it, together with the fact that Charles Ray is playing in the ..... on ....., in 'THE HIRED MAN.' Send in your list of things that you have noticed to the Contest Editor, who has a complete list of the articles in this window. The winner sending in the highest number of articles will receive a prize, to be announced later. Remember: You are put on your honor. Once past the window—that's all. Then write what you can remember about the window."

FOR ADDITIONAL ADVERTISING SUGGESTIONS CONSULT

THE EXHIBITORS' SERVICE DEPARTMENT,

485 Fifth Avenue, New York City.

CHARLES RAY

Possessing a variety of talents aside from the histrionic, Charles Ray, star in "The Hired Man," at the.....Theatre, does not limit his activities to the studio lot. He excels in all forms of athletics, takes a keen interest in electrical experiments, is an apt student of French and Spanish, and, for his own amusement, writes stories whenever inspired by a particularly good idea

He came under the direction of Thomas H. Ince three years ago, following two years' experience with repertoire companies on the road. He appeared for some time in two or three-reel pictures, in which he was required to perform all manner of hazardous feats. Then he flashed into stardom overnight in the titular role of "The Coward," following it up with "The Pinch Hitter," "The Clodhopper," and others.

Totally unlike the weakling characters which he has played, Ray as a boy showed determination and dogged perseverance to accomplish what he desired most in the world--to be a successful actor. His father was a formidable opponent of this aspiration. But at length a compromise was effected whereby Ray, junior, agreed to take a commercial course in college with the privilege of going on the stage afterward in case business did not suit him. He fulfilled the requirement, then took advantage of the privilege. His first stage appearance was so good that his father, who had been sitting down front, decided to give the boy not only encouragement but financial backing

The investment was a shrewd one, for now Ray commands a higher salary than many a bank president, and enjoys an enviable popularity wherever pictures are shown. He is six feet tall, has dark brown hair and eyes, and is possessed of a winning personality. As he is but twenty-six years of age, his greatest successes are undoubtedly yet to come.

Charles Ray

Illustration is a reduction of sizes listed below

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Always Obtainable at Your Exchange

Ad-cuts and mats that talk back in dollars and cents.

Arthur Brisbane, highest salaried newspaper man in the world has said, "One good illustration is better than a thousand words." Paramount line cuts have repeatedly proved the truth of Mr. Brisbane's statement. Hundreds of exhibitors have told us that the line cuts we furnish are the best business builders they have ever seen. Why don't you use Paramount line cuts to build your business?

Ask your Exchange for Music Cues

EXHIBITOR'S THEATRE

Address

Jonge Premier

means, in plain United States "favorite young leading man." His work in "The Son of His Father" and "His Mother's Boy" were fine examples of his easy, sane acting in the red-blooded Ince characterizations he essays. We give you our word that this picture is better than anything he has ever done—and that means something.

Short Reel Subject

Travelogue

Musical Program

We show the famous Paramount Pictures advertised in all the leading magazines.

EXHIBITOR'S THEATRE

showing

"Foremost stars, superbly directed, in clean pictures"

Address of Theatre

This is the sort of picture that made Mr. Ray one of the most popular stars of the day. A typical red-blooded Ince characterization; full of "pep" inspiration, and surprises.

SHORT REEL SUBJECT | *TRAVELOGUE*

MUSICAL PROGRAM

We show the famous Paramount Pictures advertised in all the leading magazines.

Advertising is like a mince pie—you have to sample it to find out what is in it.

EXHIBITOR'S THEATRE

showing

"Foremost stars, superbly directed, in clean pictures"

Address of Theatre

Thomas H. Ince *presents*

Charles Ray

in "The Hired Man"

Story by Julien Josephson

A Paramount Picture

Paramount Pictures

A typical Ray picture—off with the gun at the jump, a mad rush, and a whirlwind finish. *Don't miss it.*

Short Reel Subject	*Musical Program*	*Travelogue*

We show the famous Paramount Pictures advertised in all the leading magazines.

To stop advertising to save money is like stopping a clock to save time.

Cover your town with this paper and you will fill every seat on every performance

---

Always obtainable at your Exchange

SLIDE

Three Sheet

One Sheet

One Sheet

Three Sheet

Six Sheet

Six Sheet

Charles Ray in "The Hired Man"

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above **Always Obtainable at Your Exchange**

ADVANCE PUBLICITY

Newspaper shorts to be used three or four days in advance of the first showing of "THE HIRED MAN"

Charles Ray's latest Paramount success, "The Hired Man," will be the attraction at the.....theatre on.....of.....week. This picture, which was produced by Thomas H. Ince, is from the pen of Julien Josephson, the well-known short-story writer.

The story, which has a New England atmosphere throughout and is peopled with typical "down East" characters, has to do with the struggle of Ezry Hollins, a young farm hand, to procure an education. Doris Lee, who plays his sweetheart, is one of the most attractive girls of the screen. The rest of the cast, including Charles French, Lydia Knott, Carl Ullman and Gilbert Gordon, has also done some notable work.

CHARLES RAY BURNED IN FILMING SCENE FOR "THE HIRED MAN"

"The Hired Man," soon to be shown at the.....theatre, is Charles Ray's newest Paramount picture, produced under the direct and personal supervision of Thomas H. Ince. As "Ezry," the farm hand, young Ray gives a decidedly clever and unique performance, particularly during some very stirring fire scenes which occur in the story and in which he played the hero, getting actually severely burned during the rehearsals.

CORN-HUSKIN' BEE AT ..... THEATRE

In "The Hired Man," which is Charles Ray's newest Paramount picture, and which is to be shown at the.....theatre on....., there is not only an old-fashioned "corn-huskin'," but also a real barn dance with a barrel of cider and all the boys and girls in their best "bib and tucker." Charles Ray plays the part of Ezry Hollins, an ambitious farm hand, in love with the daughter of his "boss," which role is gracefully filled by Doris Lee, a new arrival to the world of filmdom. The rest of the cast is very good, and the production was directed under the personal supervision of Thomas H. Ince.

Charles Ray, as "The Hired Man" in a Paramount photoplay of that name, will appear at the.....theatre on..... "The Hired Man" was directed under the personal supervision of Thomas H. Ince, and boasts a cast of more than usual excellence, including such popular players as Charles French, Doris Lee, Gilbert Gordon, and Lydia Knott.

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Newspaper stories to be sent out the day before or during the first showing of "THE HIRED MAN"

Charles Ray's latest success, "The Hired Man," the attraction now showing at the.....theatre, was produced for Paramount by Thomas H. Ince, the noted producer of "Civilization" and other noted photoplays. The story was originally written by Julien Josephson, and deals with the difficulties that beset Ezry Hollins, a young fellow who works on a farm, in his efforts to better himself and make himself worthy of the pretty daughter of his "boss." There is included in the film scenes of a tremendous fire, wherein Ray plays a heroic part, and also scenes taken at the Los Angeles fair.

Charles Ray, well-loved screen star of "The Pinch Hitter," "The Clodhopper," "The Son of His Father" and "His Mother's Boy," is now appearing in his very newest Paramount picture, "The Hired Man," at the .....theatre. "The Hired Man" is from an original story by Julien Josephson, and was directed by Victor Schertzinger under the personal supervision of Thomas H. Ince himself. A novel episode in "The Hired Man" is a county fair, in which Ray wins a hurdle race against overwhelming odds. There is also a delightful love story running through the production; in fact, it is for the beautiful daughter of his employer that Ray makes the big sacrifice which forms the basis of the story.

CHARLES RAY PERSONIFIES AMERICAN YOUTH

At the.....theatre, clever young Charles Ray, who has come to be the typical American youth, is appearing in a very typically American photoplay entitled "The Hired Man." This is from the pen of Julien Josephson and was directed by Victor Schertzinger under the direct supervision of Thomas H. Ince. The supporting cast includes Charles French, Doris Lee, Carl Ullman, Gilbert Gordon, Lydia Knott and others. Dealing with the attempts of the hero to better himself, at the same time making a tremendous sacrifice for the girl he loves, "The Hired Man" contains a plot of the most intensely appealing type.

ADVANCE AND CURRENT PUBLICITY

Newspaper stories to be sent out the day before or during the first showing of "THE HIRED MAN"

VIVID FIRE SCENE IN "THE HIRED MAN," AT THE.....THEATRE

Seldom in the history of motion picture photography has so startlingly vivid a reproduction of a fire scene occurred as in "The Hired Man," which is Charles Ray's latest Paramount picture, produced under the supervision of Thomas H. Ince and directed by Victor L. Schertzinger. No pains were spared and an entire house was burned to the ground, leaving nothing but the remains of a chimney. Charles Ray, as a farm hand, performs deeds of real heroism, having been actually quite severely burned during the filming of these scenes. The rest of the cast, including Doris Lee, Gilbert Gordon, Charles French and Lydia Knott, have contributed their full share to the enjoyment of the production, which is one of the most appealingly "human" of the recent pictures.

Julien Josephson, author of Charles Ray's latest Paramount picture, "The Hired Man," which is to be shown to-morrow at the..... theatre, is a young writer from the State of Washington whose short stories have appeared frequently in the magazines of late. Mr. Josephson was formerly a business man, but has now permanently deserted that life in order to devote his entire attention to the writing of short stories and scenarios. He is now a member of the Thomas H. Ince scenario staff, and gives promise of becoming as well known in that line as he has been in short-story writing.

CHARLES RAY BREAKS UP COUNTY FAIR

In Charles Ray's latest Paramount picture, "The Hired Man," now showing at the.....theatre, there are seen the grounds and side shows at a real county fair. These scenes were filmed at the California fair which was held near Los Angeles, and shows the farm exhibits, the races, and many of the standard fair attractions, including even a balloon ascension. It was noticeable, however, that even the latter failed to attract the crowds until Mr. Ray and his company moved into its vicinity, so great was the fascination of watching a "regular" photoplay in the making. The cast which supports Mr. Ray is exceptionally good, including Charles French, Doris Lee, Gilbert Gordon, Lydia Knott and Carl Ullman.

REVIEW

Newspaper review of "THE HIRED MAN" to be sent out the day following the first showing

In "The Hired Man," Charles Ray, the youthful Paramount actor who has come to be recognized as the typical American boy as Mary Pickford typifies American girlhood, plays a new and somewhat different sort of role from anything he has yet attempted.

This is a farm hand on a large New England farm, who is sincerely and deeply in love with the pretty daughter of his "boss." The sacrifices that he is called upon to make for her are many, and he cheerfully gives up every thought of himself for her sake.

There are some exceptionally effective scenes in which the camera work is more than usually attractive, including a fire scene in which an entire farm is sent up in flames. Mr. Ray rescues several persons, including Ruth, his sweetheart--in real life Doris Lee, and in the rehearsing was severely burned.

A country fair figures prominently also, and in order to film these scenes Mr. Ray, Victor Schertzinger, his director, and an entire company of players, as well as Thomas H. Ince himself, went to Los Angeles, California, where they attended the annual county and state fair.

Gilbert Gordon plays the farmer's dissipated son, who works in the local small town bank, and to keep up with his spendthrift companions embezzles the bank's money. Knowing Ray's affection for his sister and that their father disapproves, this son comes to Ray, as Ezry, and demands the money to repay. Ezry has saved, after years of hard work, about enough money to fulfill the obligation, and he cheerfully gives it up, returning to the farm and the daily hard grind without a word of explanation.

Ruth and her father do not understand this, and regard him rather suspiciously. The fire, started by Ruth's brother's carelessness, breaks out, and it is there that "the hired man" justifies himself in the eyes of the girl he loves and her father. A touching scene occurs when he comes back to consciousness after the fire to find Ruth bending over him, while her father vociferously announces to the assembled neighbors that "there's my future son-in-law--the finest chap yet," after his strenuous abuse of former days.

SHORT REVIEW AND PUBLICITY STORY

To be sent out to newspapers the day after the first showing of "THE HIRED MAN"

The feature at the.....theatre yesterday possessed the double attraction of starring popular Charles Ray, and of being one of the very best of the recent Paramount productions shown at that theatre in that it was directed by Victor Schertzinger under the personal supervision of Thomas H. Ince himself, and was written by Julien Josephson, the well-known short-story writer.

Ray has come to be known as the "typical American boy," and is at his best in pictures that give him roles of that sort; but in "The Hired Man" he has proved his unusual adaptability, and has portrayed a rough, somewhat uncouth sort of youth, who, through his own efforts and untiring ambition to educate himself, rises to unexpected heights. He works for one Caleb Endicott, a rough, rather "cranky" New England farmer, who tyrannizes over his family, particularly Ruth, his pretty daughter, with whom the "hired man" is deeply in love. A ne'er-do-well son, who borrows all the hard-earned money from "the hired man," complicates matters, and a sudden fire, at which Ray plays the hero in an unexpected manner, reinstates him in the good graces of his sweetheart and her father, the play ending in a highly satisfactory manner.

Charles Ray, one of the most popular of the screen's younger players, is now appearing at the.....theatre in a brand-new Paramount picture entitled "The Hired Man." This was written by Julien Josephson, the short-story and magazine writer, and was filmed under the direct personal supervision of Thomas H. Ince, noted producer of "Civilization" and others.

Dealing with the struggle of Ezry Hollins, the "hired man," to educate himself up to the standard set by Ruth Endicott, pretty college-bred daughter of his "boss," the story portrays one of the most supreme human sacrifices possible, but ends in the most satisfactory manner, with the engagement of the two young people with the complete consent and approval of the father as well as the younger brother, for whom Ray as "Ezry" has sacrificed so much. The photography is exceptionally beautiful, and among the scenes of especial interest is a big fire scene and several "shots" of a large county fair which actually took place at Los Angeles.

For Exhibitor's information or house organ; - Cast and Synopsis.
"THE HIRED MAN"

THE STORY

Ezry Hollins, a big, good-natured hired man on Caleb Endicott's farm, is a universal favorite, yet differing from other men at the farm. Secretly Ezry cherishes the ambition to educate himself. Every evening after the day's work is over Ezry pores over his books until far into the night.

Endicott's pretty daughter Ruth, whom Ezry almost literally worships, is home from college, and helps him in his lessons, going secretly to the barn where he has his study, for both of them know that her father would never approve. Ezry humbly feels that he is unworthy of Ruth, and keeps his affection to himself. With her help he passes the college examinations and prepares to leave.

In the meantime, Ruth's brother Walter, in a near-by town, has fallen into bad company and is heavily in debt, having embezzled some of the bank's money. On learning that the bank's books are to be examined, he is nearly frantic. Just as Ezry is about to leave for college, Walter tells him his troubles, and as he had expected Ezry in his big-hearted way helps him out, giving him his entire savings, representing the labor and sacrifice of many years' hard work.

Ezry goes back to the grind of the farm, quite mystifying Ruth and Endicott, who cannot understand his sudden return.

On the night of the harvest dance, the great yearly social event of the countryside, Ruth pleads a headache, having promised to go with Morley, the banker's son, whom she greatly dislikes, but who is a favorite of her father.

Seeing a light in Ezry's study in the barn after the rest have gone, Ruth hurries out to see why he had not gone with the others, and, finding that he does not know how to dance, she proceeds to give him a lesson.

Ruth's rejected suitor, Morley, in the meantime has come back to spend part of the evening with Ruth, and finds them together. He makes insinuating remarks about Ruth, and there is a terrific fight, in which Morley gets the worst of it. He rushes off to the dance and tells Ruth's father, who is furious and immediately fires Ezry.

That night Walter, the brother, returns home rather the worse for drink and sets a fire in his room. Ezry, wakeful and getting ready to go, is the only person who sees this, and is barely in time to save Ruth's life, as her room is cut off by flames from the rest of the house. Walter, the son, nearly perishes, and again Ezry plays the hero, and this time it is Walter whom he saves. Walter, seeing that his father persists in misunderstanding Ezry's return to the farm and blames him for the fire, confesses all.

Later, under Ruth's care, Ezry returns to health--for he had been severely burned, and when he realizes that old Caleb is singing his praises to the whole countryside and informing every one that he has chosen Ezry as a son-in-law, his happiness and that of Ruth is made complete.

Paramount Picture

THIS TRADEMARK ON YOUR ADVERTISING, IN YOUR LOBBY, AND FLASHED ON YOUR SCREEN IS YOUR GUARANTEE OF *QUALITY* TO THE MILLIONS OF READERS OF THE MAGAZINES CARRYING OUR NATIONAL ADVERTISING CAMPAIGN.

SHOW THE TRADEMARK TO GET YOUR MONEY'S WORTH OF THE MILLION DOLLAR AD CAMPAIGN

Current Paramount and Artcraft Releases

Lina Cavalieri . . . . . THE ETERNAL TEMPTRESS
Sessue Hayakawa . . . . . THE SECRET GAME
Billie Burke . . . . . THE LAND OF PROMISE
Jack Pickford . . . . . TOM SAWYER
Wallace Reid . . . . . NAN OF MUSIC MOUNTAIN
Vivian Martin . . . . . THE FAIR BARBARIAN
Dorothy Dalton . . . . . LOVE LETTERS
Charles Ray . . . . . HIS MOTHER'S BOY
Marguerite Clark . . . . . THE SEVEN SWANS
Pauline Frederick . . . . . MRS. DANE'S DEFENSE
George Beban . . . . . JULES OF THE STRONG HEART
Jack Pickford . . . . . THE SPIRIT OF '17
Wallace Reid . . . . . RIMROCK JONES
Blackton's . . . . . THE WORLD FOR SALE
Julian Eltinge . . . . . THE WIDOW'S MIGHT
Charles Ray . . . . . THE HIRED MAN

Geraldine Farrar . . . . . THE DEVIL STONE
Douglas Fairbanks . . . . . A MODERN MUSKETEER
Elsie Ferguson . . . . . ROSE OF THE WORLD
William S. Hart . . . . . DEAD OR ALIVE
Mary Pickford . . . . . STELLA MARIS

BRANCH OFFICES OF

PARAMOUNT PICTURES CORPORATION

AND

ARTCRAFT PICTURES CORPORATION

BOSTON, Mass.
10 Shawmut Street.

NEW HAVEN, Conn.
131 Meadow Street.

PORTLAND, Me.
85 Market Street.

NEW YORK CITY, N. Y.
729 Seventh Avenue.

BUFFALO, N. Y.
145 Franklin Street.

NEW YORK CITY, N. Y.
71 West 23rd Street.

PHILADELPHIA, Pa.
1219 Vine Street.

WASHINGTON, D. C.
525 Thirteenth Street.

PITTSBURGH, Pa.
Penn Ave. & 12th Street.

CLEVELAND, Ohio
Standard Theatre Bldg.,
Prospect Ave., near 9th.

CHICAGO, Ill.
220 S. State Street.

CINCINNATI, Ohio
107 West 3rd Street.

DETROIT, Mich.
278 Jefferson Ave.

KANSAS CITY, Mo.
2024 Broadway.

ST. LOUIS, Mo.
3929 Olive Street.

MINNEAPOLIS, Minn.
Produce Exchange Bldg.

SALT LAKE CITY, Utah
133 East 2nd South St.

DENVER, Colo.
1749 Welton Street.

SAN FRANCISCO, Cal.
645 Pacific Bldg.

SEATTLE, Wash.
Central Bldg.

LOS ANGELES, Cal.
Marsh-Strong Bldg.

PORTLAND, Ore.
9th and Burnside Streets.

ATLANTA, Ga.
51 Luckie Street.

NEW ORLEANS, La.
814 Perdido Street.

DALLAS, Texas.
1902 Commerce Street.

THE CAST

Billy Bates	CHARLES RAY
Poppy Drayton	Sylvia Bremer
Dr. Griggs	Andrew Arbuckle
"Spider" Doyle	Billy Elmer
Billy's Valet	Otto Hoffman
Wheeler	Jack Dyer
Director	Victor L. Schertzinger

Supervised personally by THOMAS H. INCE

WHAT YOU WANT TO KNOW ABOUT "THE FAMILY SKELETON"

A Paramount Picture

THE STAR..... CHARLES RAY, who recently scored a success in "The Hired Man," and who first came to popular favor in "The Clodhopper," "The Son of His Father" and others.

THE DIRECTOR..... Victor L. Schertzinger, under the supervision of Thomas H. Ince.

CAMERAMAN..... Chester Lyons.

THE CAST..... Sylvia Bremer, one of the prettiest stars of the screen; Andrew Arbuckle, Billy Elmer, Otto Hoffman and Jack Dyer.

THE STORY..... Humorous account of the struggle of young millionaire against an imaginary inherited craving for drink. Cured by chorus girl sweetheart through trumped-up kidnapping episode.

PHOTOGRAPHY..... Splendid throughout—good "shots" of water-front fight, etc.

REMARKS..... A Charles Ray picture without a fight has come to be unthinkable, so Mr. Ray is given ample opportunity to prove his fistic prowess in a "regular" fight with Billy Elmer—usually a detective, this time masquerading as a prize fighter.

SPECIAL MUSIC CUES EXPERTLY PREPARED ARE AVAILABLE AT YOUR EXCHANGE OR IN THE CURRENT ISSUES OF "PROGRESS-ADVANCE"—THE EXHIBITORS' OWN PAPER. PUT YOUR NAME ON THE LIST AND KEEP A FILE ON YOUR DESK FOR FUTURE REFERENCE —

ACCESSORIES
(Can be obtained at Exchanges)

Paper
Two 1 sheets
Two 3 sheets
Two 6 sheets

Photos
10 8x10 black and white
8 11x14 colored gelatin
2 22x28 colored gelatin
8x10 photos of star

Cuts and Mats on Production
Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star
Five one-column
Three two-column
Two three-column

Rotogravure One Sheets

Series of Advertising Layouts—With Mats

Press Book
With 'what you want to know,' mail campaign, lobby suggestions, biography of star, sample cuts, mats, lithographs and a big assortment of publicity stories

Slides

Music Cues

and

DON'T FORGET

to tie up with that Million Dollar Advertising Campaign by

Showing the Trademark

THE PLAYERS

Billy Bates.....CHARLES RAY
Poppy Drayton....Sylvia Bremer
Dr. Lemuel Griggs, Andrew Arbuckle
"Spider" Doyle.....Billy Elmer
Billy's Valet.....Otto Hoffman
Wheeler.....Jack Dyer

Director
Victor L. Schertzinger

Supervision of
THOMAS H. INCE

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AD-CUTS and MATS TO HOLD OLD

THE best reason for your using line cuts is the fact that everybody else is using half-tones. Your ad becomes so prominent by *contrast* that it is sure to be seen.

A "perfectly good excuse" for not advertising is merely an admission of advertising's great value.

Thomas H. Ince *presents*

Charles Ray

in "The Family Skeleton"

By Bert Lennon
Directed by Victor Schertzinger
Photographed by Chester Lyons
Supervision of Thomas H. Ince

A Paramount Picture

Paramount Pictures

Other Attractions | *Musical Program*

A lot of folks have been shipwrecked—but Robinson Crusoe had a press agent.
—Terry Ramsaye.

Suggested Mail Campaign for "THE FAMILY SKELETON"

from Exhibitors' Service Department

485 Fifth Avenue, New York

ADVANCE POST CARD No. 1 (TO BE SENT 9 DAYS BEFORE SHOWING OF PICTURE)

DEAR MADAM:

Charles Ray, Ince's "wonder boy," is to appear at the.....Theatre on.....in a new Paramount Picture entitled "THE FAMILY SKELETON."

It is a humorous account of the struggle of a young millionaire against an imaginary inherited craving, and will afford you an evening of rare amusement.

Manager.

ADVANCE POST CARD No. 2 (TO BE SENT 6 DAYS BEFORE SHOWING OF PICTURE)

DEAR MADAM:

In "THE FAMILY SKELETON," the new Paramount Picture, starring Charles Ray, which is coming to the.....Theatre, Miss Sylvia Bremer, one of the prettiest stars of the screen, will be his "chorus girl" sweetheart, who trumps up a kidnapping episode and thereby cures him of an imaginary disease.

This picture will be shown on..... and we hope to see you on that date.

Manager.

SUGGESTED LETTER

(TO BE SENT 3 DAYS BEFORE SHOWING OF PICTURE)

DEAR MADAM:

As you well know, many people are obsessed with the idea that they inherit some family weakness when in reality the condition exists merely in their imagination.

In the Paramount Picture, "THE FAMILY SKELETON," Charles Ray plays the part of a spoiled young millionaire who is convinced by his own solicitous guardian that he has inherited his father's craving for drink, while, as a matter of fact, a finer, more wholesome chap never existed.

During one of his reckless spells, he falls desperately in love with a chorus girl who seems to him to be different from others of her class, and in order to appear in her eyes as a man of the world, he drinks recklessly, trying to prove to himself that it will never "get him" as it did his father. He goes from bad to worse, however, when his sweetheart, who really loves him, becomes so alarmed that she appeals to his family physician who tells her to go ahead, and in any way she can to make him forget his imaginary struggles.

The way she accomplishes this is a scream from beginning to end, and will teach many a girl a lesson in the fine art of diverting a man's attention. It also proves the fact, fully established by sociological statistics that it is lack of suitable diversion that is the chief cause of the bodily indulgences such as the excessive use of liquor. An ex-prize fighter also adds much comedy to this unusual picture, which we trust you will not miss at the.....Theatre on.....

Manager.

FOLLOW-UP POST CARD (TO BE SENT SO AS TO ARRIVE ON DATE OF SHOWING)

DEAR MADAM:

"THE FAMILY SKELETON" will be shown at the.....Theatre today. Come and see how Charles Ray is able to smash his with a little hatchet. He may be able to help you with yours if you have one.

Manager.

Cover your town with this paper and you will fill every seat on every performance

Always obtainable at your exchange

One Sheet

Three Sheet

One Sheet

Three Sheet

Six Sheet

ADVERTISING SUGGESTIONS FOR

"THE FAMILY SKELETON"

LOBBY DISPLAY You could have a cut-out of a decanter half filled with whiskey, and have Charles Ray sitting with a hatchet in his hand looking at it. The decanter could be made to represent a skeleton, the stopper to represent the head, the handles, the arms and shoulders and the ribs and lower part of body faintly showing through the liquid with a sign reading:

"Come Inside and See Charles Ray Smash 'THE FAMILY SKELETON'"

Or you could have a cut-out of a prize fighter squaring off at a cut-out of a skeleton, who should also be in fighting position, and a card:

"Come in and See How Many Rounds It Took Before 'THE FAMILY SKELETON' Got the Knockout. Charles Ray Will Show You"

STREET DISPLAY Have boys carrying banners on which could be printed:

"Follies Beauty Chorus Will Support Me in 'THE FAMILY SKELETON' at the .....Theatre on..... Don't Miss It! Charles Ray."

WINDOW DISPLAY You could have your Department, Clothing and China Stores co-operate with you by having in the department store window handsome evening gowns on figures to represent high-class chorus girls, and a card:

"The Follies Beauty Chorus, of which this is a reproduction, will support Charles Ray in 'THE FAMILY SKELETON' at the.....Theatre on....."

The clothing stores would have a splendid opportunity to dress their windows in the latest spring and summer suits, white flannels and accessories, with a card reading:

"These are the styles of dress worn by Charles Ray in his Paramount Picture, 'THE FAMILY SKELETON,' which is to be shown at the....Theatre on...."

And the China stores could have a window full of decanters and glasses of the finest variety and have reading matter as follows:

"A decanter plays a prominent part in 'THE FAMILY SKELETON,' new Paramount Picture starring Charles Ray at the.....Theatre on....."

CAR CARDS AND NEWSPAPER ADVERTISING For your car cards you could have a card as follows:

"Is there a skeleton in every closet? Charles Ray will tell you at the..... Theatre on.....in his new Paramount Picture, 'THE FAMILY SKELETON.' It is well worth finding out!"

For your newspaper take a photograph of your lobby display and have catch-lines as follows: "At the.....Theatre on.....in 'The Family Skeleton' you will see:

"Chorus Girl Hypnotizes and Reforms Millionaire"

"Prize Fighter Caught in the Act of Kidnapping Finds His Enemy Well 'Over the Top" in a Fierce Struggle"

And many other amusing incidents, which cannot fail to afford you an evening of rare amusement.

Having gained the co-operation of your different stores, with suitable cards calling attention to the showing of "THE FAMILY SKELETON," you could take a photograph of the best window and have it reproduced on the cover of your house organ.

For Further Advertising Suggestions Consult

EXHIBITORS' SERVICE DEPARTMENT

485 Fifth Avenue, New York

THOMAS H. INCE'S WONDER BOY

Out California way they're giving the vigorous hand-clasp of congratulation to a tall, good-looking youth who is one of those rare persons that you read about as having "sprung into fame overnight." His name is "Charlie" Ray.

Until a short time ago, he was just E Pluribus Unum. His name, linked, from week to week, with the photodramas that were not of the two-dollar-a-seat variety, simply shared the popularity that was enjoyed by hundreds of others in his profession.

"Charlie" Ray needed an opportunity by which to convince that he could act. He needed just such a part as that of Frank Winslow in "The Coward" which masterful characterization won him many laurels. Ray wasn't fitted to the part. The part was fitted to him because Thos. H. Ince, in writing "The Coward," kept Ray in his mind.

Talking with "Charlie" Ray is as refreshing as watching him on the screen. He is one of those mild-mannered youths who make you believe from the start that they are gentlemen and who, moreover, assist you in maintaining that belief. One of the most welcome things about him is that he and the ego appear to be on the most unfriendly terms. He doesn't court the pad and pencil of the interviewer, but, interviewed, he discoursed fluently and intelligently on divers topics of common interest.

Disregarding his frankly boyish face, Ray appeals more as a man than as the mere stripling he is. His dark brown eyes are deeply-set beneath a wrinkle-less brow, which, with his firm and finely-moulded chin, gives his head a well-shaped aspect.

When Mr. Ince transferred his producing activities to the tremendous Famous Players-Lasky organization making Paramount and Artcraft pictures Charles Ray, together with Enid Bennett, Wm. S. Hart and Dorothy Dalton came with him.

To date Mr. Ray has made for Paramount four splendid pictures, all directed under the direct supervision of Thos. H. Ince himself. "The Son of His Father," His Mother's Boy," "The Hired Man," and now "The Family Skeleton" will be shown at the .....Theatre beginning .....
Other attractions on the bill will be.....
.....
.....

ADVANCE PUBLICITY

Newspaper stories to be sent out the week preceding the first showing of "THE FAMILY SKELETON"

With every chance in the world for success, having inherited countless millions and a strong physique from his paternal parent, Charles Ray still insists that he is an incurable drunkard—and proceeds to demonstrate the fact notwithstanding that science declares him absolutely immune. It all happens in his newest Paramount picture, "The Family Skeleton" in which he will be seen at the ..... Theatre beginning next .....
How his dainty sweetheart succeeds in curing him in spite of himself has been humorously shown in the photoplay which was directed by Victor L. Schertzinger under the supervision of Thomas H. Ince and which boasts a splendid cast including Sylvia Bremer, Andrew Arbuckle, Billy Elmer, Otto Hoffman and Jack Dyer.

A prize fighter whose sole conversational asset is the terse phrase "Let's Go;" a chorus girl; a millionaire's son; a domineering old valet;—these and many others make up the amusing cast of Charles Ray's newest Paramount picture, "The Family Skeleton" which is to be shown at the ..... Theatre on ..... Sylvia Bremer plays the leading feminine role in support of Mr. Ray while clever Billy Elmer is the ex-prize fighter. Other players in the cast are Andrew Arbuckle, Otto Hoffman and Jack Dyer. Under the personal supervision of Thomas H. Ince himself, Victor L. Schertzinger directed the entire production.

Those who saw Charles Ray in his latest picture "The Hired Man" will welcome the announcement that he is again to appear at the ..... Theatre, this time in a photoplay differing widely from his former pictures, yet giving him even more opportunity to display his exceptional ability. This is "The Family Skeleton," a semi-farcial drama founded on the firm conviction of young Billy Bates, a millionaire, that he has inherited an irrisistible tendency to drink. How his charming chorus girl sweetheart cures him is amusingly told and the excellent cast lends able assistance to the efforts of the star. Sylvia Bremer is the leading lady while Billy Elmer, Andrew Arbuckle, Otto Hoffman and Jack Dyer are popular players in the cast.

CURRENT PUBLICITY

Newspaper shorts to be sent out during the showing of "THE FAMILY SKELETON"

They say that every family has its hidden skeleton—its something that is never spoken of save with bated breath—a sort of bete noir—but in Charles Ray's family—that is, in his picture "The Family Skeleton"—now showing at the.....Theatre this Bete noir is only imaginary. The queer part of it all is that the hero—whose particular skeleton is that he fancies himself an incurable drunkard—suffers far more than if his trouble had been real. How he is cured by his sweetheart—played by Sylvia Bremer, is interestingly shown. Other players on the cast are Andrew Arbuckle, Billy Elmer, Otto Hoffman and Jack Dyer.

Good looking young Charles Ray—Thomas H. Ince's "wonder boy" as he has been called, will be the star at the .....Theatre in his latest Paramount picture "The Family Skeleton." The picture was directed by Victor L. Schertzinger under Mr. Ince's personal supervision and boasts a number of popular players in the cast such as Sylvia Bremer, Billy Elmer and others.

The humorous account of the struggle of a young millionaire against the Demon Rum, and his cure by a lovely chorus girl and a loyal old valet, makes up the basis of Charles Ray's latest Paramount picture now showing at the ..... Theatre.

Every other means having failed to effect a cure, pretty Poppy Drayton, the chorus girl sweetheart, consults the boy's old family physician and plots with him to startle the young man into forgetfulness of his imaginary trouble. They hire an ex-prize fighter who is to pretend to abduct Poppy under the boy's very nose. The results were even better than the two conspirators hoped for and the amusing finale of the episode makes "The Family Skeleton" the best of any of Charles Ray's pictures so far—not even excepting "The Clodhopper," "The Hired Man"" and "This Mother's Boy."

The photography which was by cameraman Chester Lyons, is especially good and some "Shots" of water front scenes, a fight—for a Charles Ray picture without a fight has come to be impossible, so much have his former fistic battles been appreciated—are notably good.

Billy Elmer, the beloved detective of the screen in this picture takes the part of an ex-prize fighter, while pretty Sylvia Bremer plays the leading feminine role.

REVIEW

Newspaper review of "THE FAMILY SKELETON" written for use the day following the first showing

Once upon a time there was a person with an imaginary trouble. So begins the story but not once upon one time but once upon a million million times has this happened—yet in Charles Ray's newest Paramount picture, "The Family Skeleton" which opened last night at the ..... Theatre, the subject has been treated in an entirely new manner.

Ray as young Billy Bates, heir to the amassed Bates millions, believes himself to have inherited, along with the money, his father's abnormal tendency for drink. His physicians assure him otherwise, but partly to prove them wrong, partly in sheer spirit of braggartism he proceeds to test himself.

His friends predict his ruin and Billy does his best to make their dismal prophecies true—until pretty Poppy Drayton, the leader of the prettiest chorus in town comes to the rescue. When Billy is supposed to go to the mountains of Vermont for a rest and to try to cure himself, Poppy has him located and plots with "Spider" Doyle, an ex-prize fighter to save Billy from himself.

She comes to the unsavory resort in the slums where Billy imagines he is carrying on his "losing fight"—apparently accidentally with a slumming party. "Spider" Doyle who "happens" to be near Billy apparently insults Poppy and Billy, furious, tries to interfere. From that point the work of the conspirators is easy.

Poppy is duly abducted—"Spider" plays the villain as per contract and the strange "cure" is well under way when all at once something seems to snap in Billy's head—a strain gives way and he realizes the unworthy part he has played. Just about then, Spider, who does not know the cure is finished tries again to abduct Poppy and receives in return such a beating as never in all the course of his days in the ring had come his way.

Poppy realizes she has been able to bring Billy to his senses and together they start out on a new life. There are many delightful touches of comedy which keep the audience in gales of laughter. Billy Elmer as the prize fighter gives a delightful interpretation. Sylvia Bremer as Poppy; Andrew Arbuckle as old Dr. Griggs; Otto Hoffman as Billy's Valet, and Jack Dyer as the indispensable Dyer are effective members of the cast.

THE SYNOPSIS

Young Billy Bates, sole heir to the amassed Bates millions is convinced, by his over-solicitous guardians that he has inherited his father's craving for drink. As a matter of fact, this condition exists merely in their imagination, for a finer, more wholesome boy never existed.

Meeting Poppy Drayton, leader of the Follies beauty chorus, at a dinner, Billy falls quite madly in love with her as she seems different from other chorus girls. But, to appear quite a man of the world in her eyes, he drinks recklessly—also, perhaps, to prove to himself that he is not a slave to the habit—that it will never "get" him as it got his father.

Going from bad to worse, Billy's nerves become frayed and over-taxed and his old valet, who had been with the family for years, grieves deeply. At last one of his guardians advise his taking a rest in the mountains of Vermont. Billy admits that he is a trifle fagged and agrees. Before he goes, he tells Poppy that when he comes back he is going to ask her to marry him.

A few days later one of Poppy's friends informs her that he has seen Billy at Muggsy Taylor's joint—a disreputable saloon in the worst quarter of the town. That very night Poppy seeks out old Doctor Griggs, one of Billy's guardians, and asks his advise. He tells her that she herself can do more than anyone else. He tells her to go ahead and in any way she can make Billy forget himself and his imaginary struggles with the demon rum —and charge it all to him.

It is shortly after that that "Spider" Doyle makes his appearance at Muggsy's. It is whispered that "Spider" was an ex-prize fighter—and no one cares to question him about it.

The result of Spider's first meeting with Billy in a fierce battle in which Billy came out the loser.

The night of the fight Poppy herself appeared at Muggsy's with a group of friends who had come "slumming." Billy had only time to tell her of his losing fight against himself when he was rudely interrupted by Spider who grasped Poppy's arm roughly, apparently frightening her speechless. Billy, resentful, tries to interfere and receives another terrific beating.

Hurrying to Poppy's little country house not far from town, Billy is not surprised to see Poppy and Spider pass in a taxi. Soon after he overhears Spider plotting to kidnap Poppy and take her out of the country. Billy proceeds to follow Spider's companion and at last locates Poppy herself in a small shack on the water front.

Taking the thoroughly frightened girl to her home, Billy refuses to leave her that night, ensconcing himself in her sitting room with a villainous looking hatchet—the only weapon he could find. All night long he sits tensely listening for the return of Spider or his men. Suddenly a decanter on a nearby table catches his eye, and fascinated, he looks at it, half surprised at his own power of resistance. In its polished sides he could see Spider, Poppy, all sorts of queer visions.

His eyes still on the bottle, Billy rises like a hynotized sleeper and reaching for the decanter is about to pour it into a glass when he hears his name spoken by HER voice. All at once the spell was broken. The decanter falls from Billy's hand and he stares at it and smiles.

Just then Billy hears the door cautiously opened and Spider Doyle creeps in. By the half light Billy can see him standing with the hatchet in his hand. One spring lands Billy well atop his enemy and a fierce struggle ensues. The next thing Spider knows he finds himself propped up in a chair with Billy pouring altogether too much water over him and Poppy standing nearby. "I never thought I'd get anything like this when I undertook the job" said Spider to Poppy, and just about then Billy begins to wake up to the trick Poppy has played on him.

At first Billy is resentful, but his good qualities came to the fore and he was able to smile at the joke on himself. "And when you thought you heard me calling you as you were lifting the glass, it was really I—I've been watching you." But just about then Poppy was gathered into Billy's arms as he repeated Spider's favorite phrase, "Let's go."

Charles Ray *in* "The Family Skeleton"

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One Column Cuts and Mats

Reduced as Shown Above **Always Obtainable at Your Exchange**

Current Paramount and Artcraft Pictures in The Order of Their Release

Pauline Frederick . . . . "Mrs. Dane's Defense"
George Beban . . . "Jules of the Strong Heart"
Jack Pickford and Louise Huff "The Spirit of '17"
Wallace Reid . . . . . "Rimrock Jones"
Blackton's . . . . . "The World For Sale"
Julian Eltinge . . . . . "The Widow's Might"
Charles Ray . . . . . "The Hired Man"
Pauline Frederick . . . . . "Madame Jealousy"
Vivian Martin . . . . . "A Petticoat Pilog"
Enid Bennett . . . "The Keys of the Righteous"
Sessue Hayakawa . . . . . "Hidden Pearls"
George Beban . . . . . "One More American"
Ann Pennington . . . . . "Wild Youth"
Marguerite Clark . . . . . "Prunella"
Billie Burke . . . . . "Eve's Daughter"

Elsie Ferguson . . . . . "Rose of the World"
William S. Hart . . . . . "Wolves of the Rail"
Mary Pickford . . . . . "Stella Maris"
Cecil B. DeMille . . . "The Whispering Chorus"
Elsie Ferguson . . . . . "The Song of Songs"
William S. Hart . . . . . "Blue Blazes Rawden"
Mary Pickford "Amarilly of Clothesline Alley"

SPECIAL FEATURE RELEASES

MAETERLINCK'S { "THE BLUE BIRD" / "THE GUILTY MAN"

ONE AND TWO REEL PICTURES AT ALL PARAMOUNT AND ARTCRAFT EXCHANGES—SHOW THEM WITH THE BIG FEATURES

Paramount-Bray Pictographs

B6047—The Diary of a Dog Chauffeur
Making Cord to Bind Uncle Sam's Harvests
Goodrich Dirt and the $1000 Reward
B6048—War Dogs
Knit Your Bit
Cartoon—Bobby Bumps' "Tank"
B6049—The Destructive Power of the T.N.T.
The New Art of Dress
Cartoon—Goodrich Dirt and the Duke of Watanob
B6050—Evolution of the Dance
Flour from Potatoes
The Panama Canal (Diagram)

Paramount-Mack Sennet Comedies

An International Sneak
That Night
Taming Target Center
The Kitchen Lady
His Hidden Purpose
Watch Your Neighbor
Sheriff Nell's Tussle

Klever Komedies

Faint Heart and Fair Lady
Knutty Knitters
Toothaches and Heartaches
The Installment Plan
O. U. Boat
Meatless Days and Sleepless Nights
He Got His

Paramount Burton Holmes Travelogue

T1143—Sydney, the Antipodean Metropolis
T1144—A Trip to the Jenolan Caves of Australia
T1145—Melbourne the Magnificent
T1146—Round About Melbourne
T1147—Adelaide Capitol of South Australia
T1148—Round About Adelaide
T1149—Hunting Kangaroos from Motor Cars
T1150—Tasmania the Garden of Australia

Paramount-Arbuckle Comedies

The Butcher Boy
A Reckless Romeo
The Rough House
His Wedding Night
Oh, Doctor
Fatty in Coney Island
A Country Hero
Out West

Paramount Serials and Series

Who Is Number One? (15 2-reel series)
Episode 10—Wires of Wrath
Episode 11—The Rail Riders
Episode 12—The Show Down
Episode 13—Cornered
Episode 14—No Surrender
Episode 15—The Round Up
Children of Democracy—Starring BENJAMIN CHAPIN (10 2-reel episodes)

PRESS BOOK

Advance and Current Publicity, Advertising Helps, Accessories, etc.
Charles Kenmore Ulrich, Editor

The Exhibitor's Guide to Bigger and Better Business

Thomas H. Ince presents

CHARLES RAY in "Playing the Game"

A Paramount Picture

By Julien Josephson

Directed by Victor L. Schertzinger

Photographed by Chester L. Lyons

Supervision of Thomas H. Ince

Get music cues at your Exchange

IMPORTANT!

NOTICE TO EXHIBITORS

Ask your Exchange for our splendid stock 24-Sheets on the following Artcraft and Paramount Stars:

MARY PICKFORD
DOUGLAS FAIRBANKS
WILLIAM S. HART
ELSIE FERGUSON
MARGUERITE CLARK
PAULINE FREDERICK

These stands consist of 18-Sheets with a blank space for a 6-Sheet to be Inserted for all Productions in which the above-named Stars Appear.

This is a Splendid Opportunity for Advertising Your Theatre in Connection With These Famous Film Stars and Their Productions

PARAMOUNT PRESS BOOK

Advance Publicity and Exhibitors Accessories

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

AD CUTS and MATS

Points of Interest to Exhibitors About "Playing the Game."

CHARLES RAY, THE STAR.

The star of "Playing the Game" is Charles Ray, one of the younger film luminaries whose genius has found its best expression in such successes as "The Hired Man," "The Family Skeleton," "His Mother's Boy" and "His Own Home Town," and which has won for him a large and enthusiastic following. Mr. Ray is an actor of unusual ability, and his latest vehicle unquestionably will advance him to a high place of honor in his chosen field.

THE DIRECTOR.

The director of this notable picture is Victor L. Schertzinger, whose fine work was masterfully evidenced in Mr. Ray's recent Paramount success of "His Own Home Town." Under the supervision of Thomas H. Ince, Mr. Schertzinger has given us a picture whose superiority will be recognized at a glance, and whose continuity is as interesting as it is artistic.

THE SCENARIO.

The scenario of "Playing the Game" was written by Julien Josephson, a writer of unusual ability and artistic taste, which qualities have been evidenced by the success of many of his film creations.

THE PHOTOGRAPHER.

The general public who admired "His Own Home Town" and other Paramount pictures which were photographed by Chester Lyons with unusual brilliancy of execution, will recognize his handiwork in Mr. Ray's newest vehicle. The picture stamps him as a photographer of excellent taste and skill.

THE PLAYERS.

Nearly all those who appear in Mr. Ray's support in this photoplay are well known to motion picture patrons. They include Doris Lee, a delightful actress who plays the part of an Arizona girl, Robert McKim, a strong, virile actor, Harry Rattanberry, Billy Elmer, Charles Pearley and Lillian Lorraine.

AN UNUSUAL STORY.

The story of "Playing the Game" is an unusual one and affords Mr. Ray exceptional opportunities for the display of his versatility. His role is that of a dissipated young man of wealth, who presumably kills a man in a quarrel, flees to Arizona and in a series of highly dramatic scenes, regains his manhood and finds love and happiness.

PERTINENT REMARKS.

Exhibitors will find "Playing the Game" a splendid vehicle for exploitation, because of its interest as a story, the popularity of its star, and the flavor of the great Southwest, the charm of which is irresistable to the average motion picture theatregoer. It can be played up as one of the finest photoplays in which Mr. Ray ever has been seen, and in doing so, the judgment of exhibitors will be justified and Mr. Ray's admirers delighted. Use the specially written press stories printed elsewhere in this book.

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Inside Back Cover, Paper and Slides

Back Cover, Latest Releases

ACCESSORIES--(Obtainable at Your Exchange.)

Paper
- Two one-sheets
- Two three-sheets
- One six-sheets

Photos
- 8 8x10 black and white
- 8 11x14 colored gelatins
- 8x10 photos of star
- 22x28 photos of star (Sepia)

Cuts and Mats on Production
- Five one-column
- Three two-column
- Two three-column

Stock Cuts and Mats of Star
- Five one-column
- Three two-column
- Two three-column

Series of Advertising Layouts: Mats

Press Book with sales talk, card and letter announcements, suggestions for lobby and other displays.

Music Cues

CAST AND STORY OF "PLAYING THE GAME"

A Paramount Picture.

For the Use of Exhibitors in their House Organ or for Newspaper Publicity

"PLAYING THE GAME" STRONG PHOTOPLAY FOR CHARLES RAY

Story of Virile Photodrama Has to do with Wild Young Man Who Gets into Trouble and Finds Peace and Love in Arizona.

THE CAST.

Larry Prentiss.....Charles Ray
Moya Shannon.....Doris Lee
Matt Shannon.....Harry Rattanberry
"Flash" Purdy.....Robert McKim
Hodges .....Billy Elmer
Babe Fleur de Lis...Lillian Lorraine
Hickey Trent.....Charles Pearley
Director .....Victor L. Schertzinger
Supervision of.....Thomas H. Ince

THE STORY.

Wild and dissipated, one of the flashiest lights along the broad White Way, Larry Prentiss seems to be solely occupied with the task of spending the millions inherited from his father. He becomes a source of great worry to his uncle, Jeremiah Prentiss, who lectures him in vain upon the folly of his course, but finally obtains his consent to go to the Prentiss ranch in Arizona where, in a new environment, the young man's reformation may be accomplished.

Larry goes to a party given by "Babe" Fleur de Lis, to say his farewells, and at a brilliant dinner, he gives "Babe" a diamond ring. "Babe" is the tool of Hickey Trent and he demands that she give him the ring. Larry overhears the argument which ensues and knocks Hickey down. In falling, Hickey's head strikes a palm and he falls back apparently dead. Larry escapes to his home, informs his uncle that he has killed Hickey and accompanied by his valet, Hodges, leaves for Arizona.

Believing himself to be a murderer, Larry seeks retirement and refuses to disclose his name. He shuns the Sheriff and others who seek to make his acquaintance until one day he receives a telegram announcing that Hickey is neither dead nor likely to die. Elated at his good fortune, Larry prepares to return to New York, but after reflection, resolves to remain in Arizona and start life anew. Foolishly displaying a roll of money before a Mexican one day, he and his valet are held up in the desert, deprived of their valuables and clothing, and left to shift for themselves.

Picked up by a raiding party of cowboys led by Flash Purdy, they are taken before Matt Shannon, manager of Bax X Ranch, which happens to belong to Larry. Their identity unknown to Shannon, Larry and Hodges are ordered to go to work with the outfit or be driven back into the desert. After catching a glimpse of Moya Shannon, the pretty daughter of the ranch manager, Larry accepts the offer and begins work as a cowboy, while Hodges becomes assistant to the Chinese cook.

Hodges formerly was a prize fighter and he gives Larry boxing lessons. "Flash" Purdy becomes jealous of Larry and frames up a holdup which results in a battle in which Shannon is severely wounded. "Flash" charges that the holdup was the work of Larry who thereupon thrashes him soundly. Larry's identity as the owner of the ranch is revealed by the Sheriff and "Flash" is escorted across the border as an undesirable citizen. Larry becomes a general favorite and he and Moya, whom he loves, make their plans for a happy future.

PRESS REVIEW

To be Sent to the Newspapers Immediately After the First Showing of "Playing The Game"

CHARLES RAY HAS FINE PHOTOPLAY IN "PLAYING THE GAME

The Paramount Picture Shows How a Dissipated Young Man Regains Himself on Big Arizona Ranch

The many admirers of Charles Ray, the Thomas H. Ince star in Paramount pictures, who have been accustomed to seeing him as a bashful country youth, will be surprised at the character he portrays in his new Paramount photoplay, "Playing the Game," which was successfully presented at the.....Theatre yesterday.

In the story of this picture, written by Julien Josephson, and directed by Victor Schertzinger, under the supervision of Thomas H. Ince, Charles Ray is pictured as a wild young man, whose sole task in life seems to be the squandering of the millions left to him by his father, and which he scatters broadcast along the Great White Way.

At a dinner given to "Babe" Fleur de Lis, he gives her a diamond ring. "Babe" is a tool of Hickey Trent, who demands that she turn the ring over to him. This results in a fight in which Larry takes part and which ends in Trent being knocked down and apparently killed. Believing himself a murderer, Larry returns to his Uncle's house, and with his valet, Hodges, a former prizefighter, goes to Arizona to begin life anew.

Believing himself a fugitive from justice, Larry conceals his identity until one day he learns that Trent is not dead and was not even seriously wounded. He resolves to remain in Arizona and one day, after displaying a fat roll of bills before a Mexican, he and Hodges are held up in the desert, deprived of their valuables and clothing, and left to shift for themselves. While wandering about the desert they come in contact with a raiding party of cowboys led by "Flash" Purdy, a foreman of Matt Shannon's, manager of Bar X Ranch. They are ordered to go to work or return to the desert. Larry discovers that this ranch is his own property, and he decides to stay, although his identity is not revealed by him.

Larry becomes the sweetheart of Moya, daughter of Matt Shannon, and arouses the jealousy of "Flash," who frames a holdup, in which Matt Shannon is severely wounded. "Flash" accuses Larry of culpability in the holdup, whereupon Larry thrashes him soundly. Larry's identity as owner of the ranch is revealed to Shannon by the Sheriff, and "Flash" is thereupon escorted across the border, while Larry and Moya make plans for their happy future.

The picture is one of the best in which Mr. Ray has ever appeared, and the direction under the supervision of Thomas H. Ince was highly artistic. The supporting cast includes Doris Lee, Robert McKim, Lillian Lorraine, Billy Elmer and Charles Pearley. Other features on Manager .....'s bill are.....

Paramount Pictures

ADVANCE PUBLICITY

Press Stories to be sent to the Newspapers daily for One Week Prior to the Display of "Playing the Game"

CHARLES RAY IN FINE NEW WESTERN PICTURE

Popular Thomas H. Ince Star Soon to be Seen Here in New Photoplay.

Booted and spurred, with chaps and a wide sombrero, Charles Ray, the famous Thomas H. Ince star, is the central figure of the story of "Playing the Game," his newest Paramount picture, which has just been released. This is a strong story of the Southwest. After a brief period along the Great White Way in New York, Mr. Ray, as Larry Prentiss, a dissipated son of a millionaire, who had left him a vast fortune, has been leading a wild life and one night at a dinner given to some friends, he knocks down and apparently kills Hickey Trent. In the belief that he is a murderer, Larry goes to Arizona to begin life anew.

While there Larry has many adventures, including holdups and other thrilling events, and he finally lands as a cowboy upon his own ranch, his identity being unknown to his employees. Here he meets and courts Moya Shannon, the daughter of the manager, and after a series of highly dramatic occurrences, avows his love for the girl who naturally reciprocates.

"Playing the Game" is said to be one of the best pictures in which Mr. Ray has been seen in many months. It will be shown at the..... .....Theatre next..... Mr. Ray is capably supported by fine players, chief among whom are Doris Lee and Robert McKim.

"PLAYING THE GAME" HAS EXCELLENT THEME

Great New Charles Ray Photoplay Supports "Back to the Soil" Idea.

A splendid argument for the "back to the soil" movement is disclosed in "Playing the Game," the newest Paramount picture featuring Charles Ray, the popular Thomas H. Ince star.

It tells the story of a city youth who has inherited millions which he is wasting in night life dissipation along the Great White Way. Through the agency of a fight, wherein he believes he has killed a man, the hero is forced to seek new fields and goes to an Arizona ranch. There he develops his manhood and remains to marry the daughter of the ranch manager. The contrast between the life of the city's white lights and the healthful, expanding existence in the open country, is decidedly marked.

This picture will be shown at the..... Theatre, next.....and is said to be one of the best in Mr. Ray's repertory. The photography by Chester Lyons and the support, chief among which are Doris Lee, Robert McKim, Lillian Lorraine, and Charles Pearley, are excellent.

CHARLES RAY'S NEW PICTURE IS VIRILE

"Playing the Game" a Splendid Photoplay of Arizona Ranch Life.

Following many important pictures, Mr. Ray, the Thomas H. Ince star in Paramount pictures, will soon be seen in his latest photodrama, "Playing the Game," which is said to be one of the most virile in which this popular young film favorite has appeared this winter. The story of "Playing the Game" was written by Julien Josephson, and the picture was directed by Victor Schertzinger.

In this photodrama, Mr. Ray has a strong characterization that will appeal to all of his admirers. It is a character wherein he develops from a mere wastrel and leader in the night life of a great city to a happy, healthful and red-blooded rancher in the wilds of Arizona.

With exceptional photographic effects by Chester Lyons and an unusually strong cast, "Playing the Game," which will be presented for the first time in this city at the..... Theatre, next....., doubtless will prove to be one of Mr. Ray's strongest photoplays, not inferior to "His Own Home Town," "The Family Skeleton" and "The Hired Man."

(Continued on page 9)

(Continued from page 7)

FINE SUPPORT FOR MR. RAY IN NEW PARAMOUNT PICTURE

Doris Lee Has Excellent Role Opposite the Star in "Playing the Game"

Young, piquant and talented, Doris Lee is the leading lady for Charles Ray, the Thomas H. Ince star, in his newest Paramount picture, "Playing the Game," which is to be presented at the.....Theatre next.....

Miss Lee is one of the best actresses of the younger school of film luminaries and as the daughter of a rancher in this photoplay, she appears to excellent advantage.

"Playing the Game" was written by Julien Josephson, and is said to be the most impelling story that has been given Mr. Ray in a long time. Miss Lee is delightfully cast as a brave, resourceful Arizona girl, high-spirited and filled with the vim and vigor of the cattle country.

Others in the supporting cast include Robert McKim, who will be seen as a rough ranch foreman, Lillian Lorraine, as a butterfly along the bright white way and Billy Elmer, as a prize-fighting valet. The situations are strong, the atmosphere convincing and the theme of the story most wholesome.

CHARLES RAY A "PRINCE"

Carries Odd Title in New Paramount Photoplay "Playing the Game"

"A Prince of the House of Hang-over"—this is the title carried by Larry Prentiss, until he left the lure of the Broadway lights and went to Arizona to become a man. This is the theme of the story, "Playing the Game," a new Paramount picture in which Charles Ray, the Thomas H. Ince star, will be seen at the..... Theatre next.....

It is a splendid production, beautifully done and aside from its many thrills, has a distinct heart appeal. Julien Josephson is the author and a strong cast supports Mr. Ray in the picture, Doris Lee being the leading woman

BILLY A REAL SCRAPPER

Genuine Fist Fights in Charles Ray's New Paramount Picture.

Among the many thrilling scenes that make "Playing the Game," the new Paramount photoplay featuring Charles Ray, the Thomas H. Ince star, a notable picture is a fight in which Billy Elmer, a fighter in real life, as well as in pictures, takes a prominent part. Billy is a scrapper and has plenty of chances to scrap in this picture. As the valet of Larry Prentiss, the role assumed by Mr. Ray, he provides excellent support to the star. Mr. Ray's characterization in this picture stamps him as the inimitable portrayer of American youth, strong, brave and sturdy.

Mr. Ray's leading woman in this picture is Doris Lee, a young woman of charm and magnetism. "Playing the Game" will be shown at the.....Theatre next.....

HAS EFFECTIVE ROLE

Lillian Lorraine to be Seen to Advantage in "Playing the Game"

Lillian Lorraine, a motion picture actress with a wide following, has a remarkably effective role in "Playing the Game," the new picture starring Charles Ray, produced by Thomas H. Ince for Paramount. She is cast as "Babe" Fleur de Lis, a typical butterfly of the white lights, a moth that circles around the high-power candles along Broadway. She portrays the character with full justice to its manifold requirements and offers a striking contrast to Doris Lee, who so deliciously interpreted the character of a little Arizona girl.

This picture is a distinct departure from the ordinary Ray photodrama, and will be seen at the.....Theatre next.....

Paramount Pictures

Suggested Mail Campaign for the Exploitation of "Playing the Game" A Paramount Picture.

ADVANCE POST CARD NO. 1.
(To be Sent Nine Days Before Showing.)

Dear Madam:

It affords us pleasure to announce that Charles Ray, the popular Thomas H. Ince star, will appear in his newest photoplay of the Southwest, "Playing the Game," at the ..... Theatre, on .....

This is a splendid picture which will interest you, and we earnestly urge your attendance.

Sincerely yours,

Manager.

ADVANCE POST CARD NO. 2.
(To be Sent Six Days Before Showing.)

Dear Madam:

It may interest you to know that "Playing the Game," a Paramount picture featuring Charles Ray, the celebrated Thomas H. Ince star, will be shown at the..... Theatre, on ..... next.

We are convinced that you will find this production an artistic treat and that you will see it during its display at our theatre.

Respectfully yours,

Manager.

PERSONAL LETTER

(To be Sent Three Days Before First Showing.)

Dear Madam:

The regeneration of a dissipated young man of wealth, who, believing himself to be a murderer, flees from the Great White Way to the Arizona desert, is the basic idea of Charles Ray's latest photoplay, which is to be displayed at the.....Theatre next.....

The thousands of admirers of Mr. Ray, the popular Thomas H. Ince star, will find this subject one of unusual excellence and interest, and fully on a par with the many cinema successes with which Mr. Ray's name is associated. The picture is vibrant with thrilling dramatic action, and the role essayed by Mr. Ray is interpreted with consummate skill by this talented young cinema player.

We are firmly convinced that this picture will fully sustain its fine reputation, and we earnestly urge that you will miss an artistic treat if you fail to see it during its presentation at our theatre. Hoping to be afforded the pleasure of extending you every courtesy on the occasion of your visit to our playhouse, we remain,

Respectfully yours,

Manager.

FOLLOW-UP POST CARD

(To be Sent to Arrive on Date of Display.)

Dear Madam:

We beg to remind you that the new Paramount picture, "Playing the Game," featuring the ever popular Charles Ray, will be presented at the.....Theatre, today (..... ....). We shall be delighted to welcome you at the premier presentation.

Sincerely yours,

Manager

Advertising Suggestions for the Exploitation of "Playing the Game" A Paramount Picture.

LOBBY DISPLAY Paint on a strip of framed canvas, six feet high and four feet wide, two figures of intoxicated young men, both in dress suits and leaning against a street lamp, one of the figures showing the face of Charles Ray. Letter beneath this the following:

> "PLAYING THIS SORT OF GAME BENEATH THE WHITE LIGHTS NEARLY WRECKED THE LIFE OF LARRY PRENTISS, BUT HOW HE SAVED HIMSELF, WILL BE SHOWN BY CHARLES RAY IN 'PLAYING THE GAME,' WHICH IS TO BE DISPLAYED HERE NEXT....."

Two figures might be effectively rigged up, one showing Charles Ray's face, standing over the prostrate figure of another man at his feet, with this placard above them:

> "THE FIGHTING GAME WAS THIS MAN'S SPECIALTY, AND HOW HE REGAINED MANHOOD AND WON LOVE BY PLAYING THE GAME FAIR, WILL BE SHOWN BY CHARLES RAY IN 'PLAYING THE GAME,' WHICH IS TO BE DISPLAYED HERE NEXT....."

WINDOW DISPLAY Induce dealers in sporting goods to rig up several figures of baseball or football players in their windows, together with a cut-out of Charles Ray, and place in a conspicuous place a placard worded as follows:

> "THESE ATHLETES ARE PLAYING THE GAME PROPERLY, BUT LARRY PRENTISS PLAYED A DIFFERENT GAME IN 'PLAYING THE GAME,' AT THE.....THEATRE, ON .....NEXT."

CAR CARDS Reproduce a photograph of your lobby display, with these words:

> "HOW LARRY PRENTISS PLAYED THE GAME FOR ALL IT WAS WORTH AND WON HAPPINESS AND LOVE IS THE OBJECT LESSON OF 'PLAYING THE GAME,' WHICH WILL BE SHOWN AT THE.....THEATRE NEXT....."

HANDBILLS Print as many of these as you may deem expedient and reproduce for this purpose, conspicuously, the photograph of Charles Ray, with the same letterng as suggested for the car cards.

NEWSPAPER ADVERTISING Have the newspapers in which you advertise use the special articles which appear under the heading of "Advance Publicity" elsewhere in this book, and all of which have been especially prepared for that purpse. The headlines on each will supply guides to your editor for heading up the stories acording to the space requirements of his columns. Care should be taken to play up the "laying the game" idea, through which the man who plays it on the square, is bound to wn the object he is striving after. For display advertising, the production cuts for this pcture, all of which are easily obtainable at Paramount exchanges, are exceptionally srviceable.

STOCK PRODUCTION CUTS AND MATS

CHARLES RAY in "Playing the Game"

CHARLES RAY in "Playing the Game" A Paramount Picture

CHARLES RAY in "Playing the Game" A Paramount Picture

CHARLES RAY in "Playing the Game" A Paramount Picture

CHARLES RAY in "Playing the Game" A Paramount Picture

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CHARLES RAY in "Playing the Game" A Paramount Picture

CHARLES RAY in "Playing the Game" A Paramount Picture

CHARLES RAY in "Playing the Game" A Paramount Picture

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats

Centre Row—Three Two-column Cuts and Mats

Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above **Always Obtainable at Your Exchange**

Ad cuts & mats. They can help you "play the game" to win

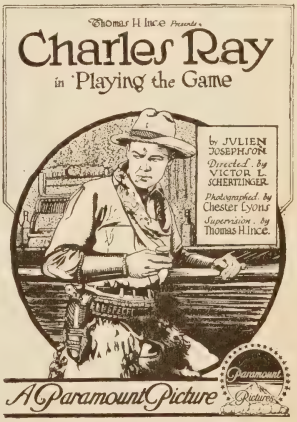
PARAMOUNT THEATRE—*Today*

"A Prince from the House of Hang-over that is the title carried by Larry Prentiss (Charles Ray) in this story of the redemption of a Broadway "rounder." You'll like the star, you'll like the sunshiny story wish with its touch of the dramatic, and you'll like the superb way the production has been staged. Don't miss it.

YOU get more attention-compelling power and sales-creating possibilities in Famous Players-Lasky Corporation's ad cuts than you usually find in ads twice the size. They can help you to cut your costs and increase your profits.

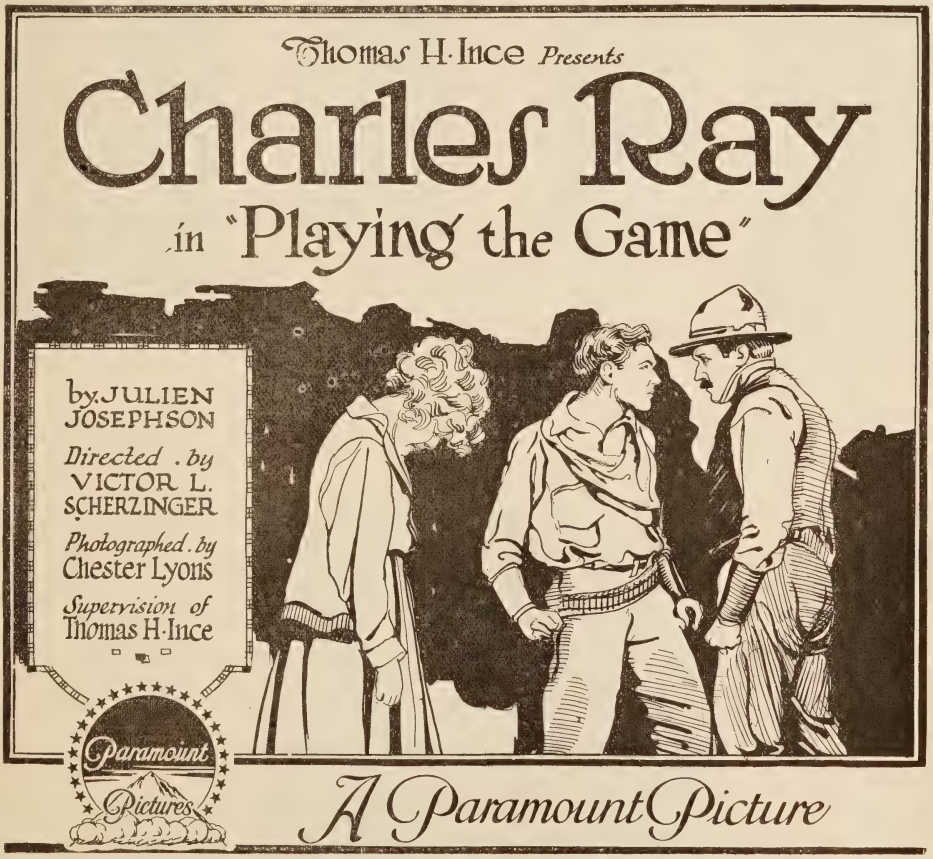
PARAMOUNT THEATRE---*Today*

This is a really splendid production. That sunshiny boy. Charles Ray will surely capture your heart in this powerful and thrilling story of the Great Outdoors.



PARAMOUNT THEATRE—*Today*

It is a splendid production, beautifully done and aside from its many thrills, has a distinct heart appeal. Don't miss it.



Cover your town with this paper and you will fill every seat on every performance

---

Always obtainable at your Exchange

Three Sheet

One Sheet

One Sheet

Three Sheet

Six Sheet

Current Paramount and Artcraft Pictures in The Order of Their Release

Pauline Frederick.....“Mrs. Dane’s Defense”
George Beban.....“Jules of the Strong Heart”
Jack Pickford and Louise Huff..“The Spirit of ’17”
Wallace Reid.....“Rimrock Jones”
Blackton’s.....“The World For Sale”
Julian Eltinge.....“The Widow’s Might”
Charles Ray.....“The Hired Man”
Elsie Ferguson.....“Rose of the World”

Pauline Frederick.....“Madame Jealousy”
Vivian Martin.....“A Petticoat Pilot”
Enid Bennett.....“The Keys of the Righteous”
Sessue Hayakawa.....“Hidden Pearls”
George Beban.....“One More American”
Ann Pennington.....“Sunshine Nan”
Billie Burke.....“Eve’s Daughter”

William S. Hart.....“Wolves of the Rail”
Mary Pickford.....“Stella Maris”
Douglas Fairbanks .....“Headin’ South”

Elsie Ferguson.....“The Song of Songs”
William S. Hart.....“Blue Blazes Rawden”
Mary Pickford.....“Amarilly of Clothesline Alley”

SPECIAL FEATURE RELEASES

MAETERLINCK’S “THE BLUE BIRD,”
CECIL B. DeMILLE’S “THE WHISPERING CHORUS”

ONE AND TWO REEL PICTURES AT ALL PARAMOUNT AND ARTCRAFT EXCHANGES—SHOW THEM WITH THE BIG FEATURES

Paramount-Bray Pictogaphs

B6047—The Diary of a Dog Chauffeur
Making Cord to Bind Uncle Sam’s Harvests
Goodrich Dirt and the $1000 Reward
B6048—War Dogs
Knit Your Bit
Cartoon—Bobby Bumps’ “Tank”
B6049—The Destructive Power of the T. N. T.
The New Art of Dress
Cartoon—Goodrich Dirt and the Duke of Watanob
B6050—Evolution of the Dance
Flour from Potatoes
The Panama Canal (Diagram)

Paramount-Mack Sennett Comedies

An International Sneak
That Night
Taming Target Center
The Kitchen Lady
His Hidden Purpose
Watch Your Neighbor
Sheriff Nell’s Tussle

Klever Komedies

Faint Heart and Fair Lady
Knutty Knitters
Toothaches and Heartaches
The Installment Plan
O. U. Boat
Meatless Days and Sleepless Nights
He Got His

Paramount Burton Holmes Travelogues

T1143—Sydney, the Antipodean Metropolis
T1144—A Trip to the Jenolan Caves of Australia
T1145—Melbourne the Magnificent
T1146—Round About Melbourne
T1147—Adelaide Capitol of South Australia
T1148—Round About Adelaide
T1149—Hunting Kangaroos from Motor Cars
T1150—Tasmania the Garden of Australia

Paramount-Arbucle Comedies

The Butcher Boy
A Reckless Romeo
The Rough House
His Wedding Night
Oh, Doctor
Fatty in Coney Island
A Country Hero
Out West

Paramount Serials and Series

Who Is Number One? (15 2-reel series)
Episode 10—Wires of Wrath
Episode 11—The Rail Riders
Episode 12—The Show Down
Episode 13—Cornered
Episode 14—No Surrender
Episode 15—The Round Up

Children of Democracy—Starring BENJAMIN CHAPIN (10 2-reel episodes)

CAST

Jimmy Duncan	CHARLES RAY
Carol Landis	Katherine MacDonald
T. Elihu Banks	Charles French
Tivotson	Otto Hoffman
Rev. John Duncan	Andrew Arbuckle
David Landis	Carl Forms
Justice Jameson	Milton Ross

CHARLES RAY

in

"HIS OWN HOME TOWN"

By Larry Evans *Directed by* Victor L. Schertzinger
Photographed by Chester Lyons *Supervision of* Thomas H. Ince

A Paramount Picture

TRADE MARK Paramount Pictures

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

TRADE MARK ARTCRAFT PICTURES

Get Music Cues at Your Exchange

Facts about "His Own Home Town" Which Exhibitors Should Know

STAR . . . . . CHARLES RAY, one of the best known of the younger cinema stars who has achieved fame and popularity by his clever characterizations in such pictures as "His Mother's Boy," "The Hired Man," "The Family Skeleton" and other photoplays.

DIRECTOR . . . . . Victor L. Schertzinger, under the supervision of Thomas H. Ince.

SCENARIO . . . . . by Larry Evans, a distinguished screen writer.

PHOTOGRAPHER . . . Chester Lyons, whose artistic work has been evidenced in numerous photoplay successes.

STORY . . . . . That of a young man with a vaulting ambition, but whose opportunities in his own home town are restricted. He leaves for a time, wins fame as a playwright, then returns home, becomes an editor, cleans up the town which is dominated by a band of political plunderers and thereby wins not only the adulation of his fellow townsmen, but the love of an adorable girl.

SUPPORT . . . . . The beautiful and charming Katherine MacDonald, Charles French, Milton Ross, Carl Forms and other notable players.

Music Cues for "HIS OWN HOME TOWN" Available at Your Exchange or in "Progress--Advance." Keep a File of That Publication on Your Desk ---- It's Worth Your While.

ACCESSORIES
(Obtainable at your Exchange)

Paper
- Two one-sheets
- Two three-sheets
- One six-sheets

Photos
- 8 8x10 black and white
- 8 11x14 colored gelatins
- 8x10 photos of star
- 22x28 photos of star (Sepia)

Cuts and Mats on Production
- Five one-column
- Three two-column
- Two three-column

Stock Cuts and Mats of Star
- Five one-column
- Three two-column
- Two three-column

Series of Advertising Layouts: Mats

Press Book with sales talk, card and letter announcements, suggestions for lobby and other displays.

Music Cues

"HIS OWN HOME TOWN"

Cast

Jimmy Duncan, CHARLES RAY

Caroll Landis, Katherine MacDonald

T. Elihu Banks . Charles French

Tivotson . . . . . Otto Hoffman

Rev. John Duncan, Andrew Arbuckle

David Landis . . . . . Carl Forms

Justice Jameson . . . Milton Ross

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9. Review of Production

11, 13, 15. Advance Publicity

17. Ad Cuts and Mats

19. Ad Layout with Mats

20. Production Cuts and Mats

Inside Back Cover, Production, Cuts and Mats

Back Cover, Latest Releases

SUGGESTED MAILING CAMPAIGN FOR *"HIS OWN HOME TOWN"*

POST CARD No. 1
(To be sent out 9 days before showing)

DEAR MADAM:—We are pleased to announce that "HIS OWN HOME TOWN," featuring Charles Ray, a Paramount picture of unusual excellence, will be displayed at the .....Theatre, next.....

In our judgment, this photoplay will be one of exceptional interest to the admirers of Mr. Ray, and we earnestly recommend it to your favorable consideration.

Sincerely Yours,

.....

Manager.

POST CARD No. 2
(To be sent 6 days before showing)

DEAR MADAM:—In the display at the .....Theatre next.....of "HIS OWN HOME TOWN," a Paramount photoplay starring the ever popular Charles Ray, we believe we have an offering fully in keeping with the high standard of our picture presentations.

We beg to assure you that in our estimation this is a production you cannot afford to miss.

Sincerely Yours,

.....

Manager.

SUGGESTED LETTER

DEAR MADAM:—Among the cinema stars who have leaped into prominence in recent years, few are better or more favorably known to the patrons of motion picture theatres than is Charles Ray, whose latest Paramount photoplay, "HIS OWN HOME TOWN," is to be presented at the.....Theatre, on.....next.

This is an excellent photoplay which carries a distinct message in these days of corruption in cities dominated by political rings. It shows how a determined young man with ability, backed by honesty of purpose, conscientious zeal and invincible persistence, can accomplish a great work of purification and make "HIS OWN HOME TOWN" really worth while from every moral standpoint.

Independent of this aspect, "HIS OWN HOME TOWN" is an intensely dramatic photoplay, filled with thrills and heart appeal. It tells the story of a young man of ambition who battles against desperate odds for his ideals and who wins out in the end, gaining not only the honors due the victor of a great fight, but the love of a woman who makes his lofty ideals her own.

Mr. Ray is competently supported in this picture by many notable players, his vis-a-vis being Katherine MacDonald, a beautiful and talented actress. We are convinced this picture will attract much attention in this city, and that you will find it both profitable and entertaining.

Trusting that you will favor us with your presence during the display of this meritorious picture, and assuring you that it will afford us great pleasure to extend to you every courtesy at our command, we remain,

Sincerely Yours,

.....

Manager.

FOLLOW-UP POST CARD

(To be sent to arrive on date of showing)

DEAR MADAM:—We respectfully remind you that the splendid new Paramount picture, "HIS OWN HOME TOWN," starring Charles Ray, will be presented at the..... Theatre today (.....). It will afford us genuine pleasure to welcome you at any time during its display.

Sincerely Yours,

.....

Manager.

ADVERTISING SUGGESTIONS FOR *"HIS OWN HOME TOWN"*

LOBBY DISPLAY This subject is susceptible of exploitation in various ways. One effective design would be to paint on framed canvas, six feet square, a background showing a city, while in the foreground a young man is figured, he swinging a sledge hammer and smashing a ring labelled "The Political Ring," while several frightened men are seen running away in the foreground. The following inscription might be used with this design:—

> "HOW JIMMY DUNCAN AND HIS NEWSPAPER SMASHED THE CORRUPT POLITICAL RING, WILL BE SHOWN IN *"HIS OWN HOME TOWN"* TO BE DISPLAYED HERE NEXT....."

The figure of a tramp might also be used, with this placard:—

> "HOW THIS TRAMP "FOUND" HIMSELF AND RID HIS COMMUNITY OF A BAND OF CORRUPT POLITICIANS WILL BE SHOWN IN *"HIS OWN HOME TOWN,"* TO BE DISPLAYED AT THIS THEATRE NEXT....."

Within a large ring (the hoop of a hogshead, for instance), wrapped in red, white and blue bunting, place a cut of Charles Ray, with this placard:—

> "THIS IS NOT THE RING THAT JIMMY DUNCAN SMASHED IN *"HIS OWN HOME TOWN,"* WHICH WILL BE SHOWN HERE NEXT....."

WINDOW DISPLAY Book dealers may be induced to place in their windows, in connection with their book displays, placards reading as follows:—

> "WE HAVE ON SALE BOOKS DEALING WITH POLITICAL QUESTIONS, GRAFT, AND THE LIKE, BUT YOU SHOULD SEE *"HIS OWN HOME TOWN"* AT THE.....THEATRE, TO REALIZE HOW EFFECTIVELY ONE MAN, BACKED BY NERVE AND HONESTY, CAN RID A CITY OF A GRAFTING POLITICAL RING."

Dealers in women's gowns may make an extra display of women's apparel, with this placard conspicuously placed:—

> "RICH GOWNS LIKE THESE ARE A FEATURE IN *"HIS OWN HOME TOWN,"* WHICH IS TO BE SHOWN AT THE.....THEATRE, ON....."

CAR CARDS Display in street cars photographs of Charles Ray, or of your lobby display, with this inscription: —

> "HOW A MAN OF GRIT DISBANDED A COTERIE OF POLITICAL GRAFTERS, AND WON FAME AND LOVE, IS SHOWN IN *"HIS OWN HOME TOWN,"* WHICH IS TO BE SEEN AT THE..... THEATRE , ON ....."

> "DID JIMMY DUNCAN MAKE GOOD IN HIS OWN HOME TOWN? SEE *"HIS OWN HOME TOWN"* AT THE.....THEATRE, NEXT..... AND YOU WILL BE CONVINCED THAT HE DID."

For the Exhibitors' information or house organ,—cast and story of "HIS OWN HOME TOWN"

"HIS OWN HOME TOWN"

STORY

The pretty little city of Warchester, its inhabitants and institutions, have been for many years dominated by a coterie of corrupt politicians under the leadership of T. Elihu Banks and his two most trustworthy accomplices, Justice Jameson and the Rev. John Duncan.

Banks practically was the owner of Warchester and controlled everything from the newspapers to the courts, operating all on a keen business basis. His two associates, possessing no gifts of leadership or originality, willingly obeyed with dog-like faithfulness the commands of this more powerful and resourceful personality. The Rev. Duncan, brother-in-law of Banks, was an enthusiastic practicer of all he preached against, for in reality he worshipped power more than God.

Banks has been nominated for Mayor on the Civic Reform Ticket and Rev. Duncan agrees to point out from the pulpit the merits of Banks, who in his opinion is the very man needed to control the city affairs and to urge his hearers to support the Reform Ticket in every possible way.

The citizens turn out to greet Banks' son, a dissipated and wild youth, on his arrival in the city. Upon the same train riding on the brake-beam came another passenger, Jimmy Duncan, the energetic son of Rev. Duncan. He was accorded a different reception from that given to young Banks and as he stepped out from beneath the car, the only living thing to greet him was a bristly-haired Airdale dog. They become good friends and both go up town together.

The Warchester Chronicle, conducted by David Landis, long has opposed Banks and his iniquitous rule. Banks, recognizing an enemy, has tried for years to force Landis to sell and he makes a final attempt, which meets with failure. There is a declaration of war and Landis orders Banks out of the editorial room. Jimmy returns to the home of his father, the Rev. Duncan, who treats him with disdain. Annoyed at his cold reception, Jimmy goes to his room, picks up the manuscript of a partly finished play upon which he had been working, thrusts it in his pocket, then with his typewriter under his arm, he leaves the parental home forever.

(Continued on Page 7)

(Continued from Page 5)

Jimmy seeks Carol Landis, daughter of the editor, for whom he entertains sincere affection, and is chagrined to learn that she had joined the theatrical company and was then rehearsing at the Palace Theatre. He meets her and they discuss their prospects in life. She is gratified when Jimmy stoutly tells her that he is going to "make good right here in my own home town." Jimmy enters a resort conducted by a man named Hanlon, who, with the aid of Garrity, a gambler, and a girl known as Melody, are seeking to fleece young Banks and Justice Jameson's son, Bob, in a game of poker. He prevents this and a fight ensues. The police raid the place and Jimmy is arrested and ordered to leave the city within twenty-four hours. Unable to witness Carol's debut, he purchases with his last dollar, a bouquet which he entrusts to a friend to give to her at her first appearance.

Two years pass and David Landis, at his death, has bequeathed the Warchester Chronicle to Jimmy Duncan. Carol, who is now a famous actress, is in her fashionable New York home when news of her father's death reaches her, and she returns to Warchester without delay. The same corrupt regime still is in power and each member of the ring has climbed the rungs of the political and social ladder. Jameson is District Attorney and candidate for Mayor; Rev. Duncan has been made a Bishop; Banks is Mayor and a candidate for election as United States Senator.

Like a bomb-shell comes the news to the ringsters that Jimmy Duncan has returned to Warchester. He takes hold of the Chronicle and in a series of special editions exposes the corrupt ring, brings them grovelling to his feet, and drives them forth. In revenge for his course, Garrity shoots and slightly wounds Jimmy. Carol rushes to his aid and learns for the first time that he is the celebrated playwright, Duncan James, in whose plays she had appeared. He, having made good in "his own home town," takes Carol into his arms.

REVIEW

To be sent to the newspapers after the first showing of
"HIS OWN HOME TOWN"

CHARLES RAY SCORES HIT IN NEW PICTURE "HIS OWN HOME TOWN"

Paramount Photoplay Exposing Political Corruption Proves Admirable Vehicle for Talented Star

Appearing in a characterization which he knows best how to portray with realism and truth, Charles Ray was seen in his new Paramount photoplay, "HIS OWN HOME TOWN," at the ..... Theatre yesterday. The photoplay at once demonstrated its popularity and greatly enhanced Mr. Ray's prestige as a cinema star of the first class. The theme of the play is that of a young man, who, fighting against mighty opposition and after many trials, "makes good" in his own home town.

Charles Ray appears as Jimmy Duncan, the energetic son of the Rev. John Duncan, a hypocritical minister, who is the tool of T. Elihu Banks, the political boss of Warchester. Jimmy is ambitious to shine as a playwright, a career which his father opposes with such bitterness that Jimmy leaves the parental home to seek his fortune elsewhere. Meanwhile, Banks, with the aid of Justice Jameson and Rev. Duncan, control the city, its inhabitants and institutions. Jimmy returns home after a lapse of time, very much like a tramp and is coldly received by his father. He returns to his room, in which he had spent so many happy hours, finds the incompleted manuscript of a play, which he thrusts into his pocket and with a typewriter tucked under his arm he starts forth anew.

Banks is seeking to gain control of the Warchester Chronicle, conducted by David Landis. For Landis' daughter, Carol, Jimmy has a warm affection. He learns that she has become an actress and when they meet, he tells her that he proposes to "make good" in his own home town against all odds. She encourages him and promises never to forget him while the self-imposed battle is on.

Two years elapse and Jimmy becomes owner of the Warchester Chronicle, which has been bequeathed to him by Landis. He inaugurates a bitter campaign against the grafters led by Banks and finally brings them to his feet and drives them out of town. In revenge for his course, Jimmy is shot, though not seriously wounded, by a disreputable gambler, who had been in the pay of Banks. Carol, who is now a prominent actress, comes to him and observing that Jimmy really has "made good" in his own home town, she takes him to her heart.

The picture is filled with numerous thrilling incidents, rapid dramatic action and it has a decided heart appeal. One of the most thrilling incidents in the picture is that of a fight in a resort in which Jimmy engages to protect a man from despoilation at the hands of unprincipled gamblers and political hangers-on. This resulted in his arrest and consequent exile from the city, and was a fitting prelude to the subsequent developments which follow in rapid succession.

Mr. Ray handled this difficult situation with great skill and invoked much praise. He was capably supported by Katherine MacDonald, who appeared to great advantage as Carol. The Justice Jameson of Andrew Arbuckle, as well as the portrayal of the political boss by Charles French, were notable characterizations which vested every scene with realism and effectiveness. Other features on Manager..... bill were .....

ADVANCE PUBLICITY

To be sent to newspapers daily for a week in advance of the showing of "HIS OWN HOME TOWN"

POLITICAL GRAFT THEME OF CHARLES RAY'S PICTURE "HIS OWN HOME TOWN"

New Paramount Photoplay Affords Popular Young Star Many Opportunities for Effective Work

Political corruption, hypocrisy, bravery and honesty are the elements which combine to make "HIS OWN HOME TOWN," the new Paramount photoplay starring Charles Ray, a most notable production. Mr. Ray has thousands of admirers, who have been attracted to him by his versatility and conscientious work, and in the role he portrays in this photodrama, he appears to signal advantage.

The scenes of "HIS OWN HOME TOWN," are laid in a small city, which is dominated by a political boss and a few of his henchmen, including a hypocritical churchman, the father of Jimmy Duncan, which latter role is in Ray's hands.

Despairing of realizing his ambition in his home town, Jimmy quits it to make his fortune elsewhere. He returns after a year or two upon the brakebeam of a train and quietly enters his paternal home, where he is met by his father and accorded a decidedly frigid reception, whereupon he leaves his parents' home forever.

In protecting a man from robbery at the hands of gamblers, he is involved in a fight which provokes a police raid and his arrest and exile from the city. He now goes elsewhere and achieves fame as a playwright returning home two years later to take possession of a newspaper which had been bequeathed to him by the father of the girl he loves. With this newspaper he runs his political enemies to earth, puts a period to the grafting regime and rehabilitates the community.

The play is exceedingly thrilling and one of the best in which Mr. Ray has been seen in many months. It was directed by Victor Schertzinger, under the supervision of Thomas H. Ince, and will be seen for the first time in this city at the.....Theatre, on.....

AMBITION KEYNOTE OF "HIS OWN HOME TOWN"

Charles Ray has Splendid New Vehicle in Paramount Photoplay

When an ambitious young man, who is determined to succeed in life, and whose opportunities for advancement are restricted in his own home town, seeks his fortune elsewhere, then results may be looked for. This was the case with Jimmy Duncan, the character essayed by Charles Ray in his new Paramount photoplay, "HIS OWN HOME TOWN," which has just been released.

After numerous adventures in the bigger cities, Jimmy Duncan returns home by the brakebeam route, known to the weary willy travelers of the road, and enters upon a new career, his one great ambition being to rid his home town of the political thugs, who had dominated it for years. He becomes possessed of a newspaper and by a series of trenchant articles undermines the political boss and his henchmen, and depriving them of office, drives them away from the city, thereby winning the love of a charming girl, who had pinned her faith to him, and whom he had one day promised to "make good" in his own home town.

Mr. Ray is supported in this excellent production, which is to be presented at the..... Theatre next ....., by Katherine MacDonald, a cinema actress of charm and prominence. Others in his support are Charles French, Milton Ross and Carl Forms. The production was made under the supervision of Thomas H. Ince from the scenario by Larry Evans, a distinguished writer for the screen.

RAY'S NEW PHOTOPLAY HAS POWERFUL THEME

Numerous Thrilling Incidents Make "HIS OWN HOME TOWN," Notable

The new Paramount picture, "HIS OWN HOME TOWN," starring Charles Ray, is said to be one of exceptional interest and which affords Mr. Ray one of the best roles he has enacted in many months.

The story deals with the corrupt operations of a political ring in a small town and with the efforts of Jimmy Duncan to rid the city of this degrading incubus. In the development of the story there are many scenes of tremendous interest and it goes without saying that the dramatic action, in which Mr. Ray figures most conspicuously, is tense and nerve-racking. Both the star and his support have been afforded ample opportunities by Larry Evans, the scenarioist, for the display of their respective talents.

The picture, which will have its first presentation in this city, at the.....Theatre next ....., was produced under the supervision of Thomas H. Ince, which in itself is a sufficient guarantee that the usual high standard established by Paramount, is amply maintained. Manager ..... is preparing to take care of a record making crowd, the popular demand for seats already being unusually large.

STRONG PLAY FOR RAY IS "HIS OWN HOME TOWN"

Popular Paramount Star to be Seen in New Picture at ..... Theatre

In the portrayal of virile characterizations, which appeal by their convincingness and power, Charles Ray has few equals among the younger cinema stars of the present day. Mr. Ray has a magnetism and charm, which, reinforced by native talents of no insignificant merit, have won for him a decidedly large following of motion picture fans.

In his forthcoming photoplay, "HIS OWN HOME TOWN," which was produced under the supervision of that master craftsman Thomas H. Ince, Mr. Ray has another vehicle, which seems destined to add to his stellar laurels. It is a strong story written by Larry Evans, and it has to do with the fortunes of a young man of high ideals, a powerful political boss, who dominates a small interior city, and other elements which combine to make the production one of more than average attractiveness.

How Mr. Ray, in his impersonation of Jimmy Duncan, succeeds in smashing this corrupt ring, thereby winning the respect and admiration of his townsmen, not to speak of the love of a beautiful girl, is charmingly told in "HIS OWN HOME TOWN," which is to be displayed at the ..... Theatre, next.....

There are numerous thrilling incidents in the development of the story, and the continuity is excellently sustained. Mr. Ray is adequately supported by capable players, many of whom have been seen with him in his recent Paramount successes, notably "HIS MOTHER'S BOY," "THE HIRED MAN" and "THE FAMILY SKELETON." Manager ..... is arranging to accommodate record crowds at his popular playhouse.

CHARLES RAY SHOWS HOW JIMMY DUNCAN SMASHED GRAFT RING

New Photoplay One of Unusual Interest and Strong Heart Appeal

When a community is dominated by a political boss, who, with his grafting henchmen preys upon its inhabitants, radical measures are necessary in order to effect a change. This was a condition that confronted Charles Ray, who as Jimmy Duncan in "HIS OWN HOME TOWN," a new Paramount feature play just released, tackled this task with admirable results.

Jimmy is introduced as a sort of tramp, who returns home after a long absence, as a passenger on a brake-beam, but who soon reveals him-

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(Continued from Page 13)

self by reason of a promise made to his sweetheart, that he would "make good" in his own home town. In accomplishing this reformation many thrilling scenes are enacted including a battle and police raid, and there are other exciting developments.

The picture produced under the supervision of Thomas H. Ince, is one of unusual interest, and its heart appeal is exceptionally great. It will be displayed at the ..... Theatre, next ..... with everything in the way of accessories and music necessary to insure an artistic presentation. Mr. Ray is supported in this picture by Katherine MacDonald, Milton Ross, Charles French and other cinema players of prominence.

CHARLES RAY HAS FINE ROLE IN NEW PICTURE

"HIS OWN HOME TOWN," Is Filled with Many Thrilling Situations

Charles Ray, whose pictures, "HIS MOTHER'S BOY," "THE HIRED MAN" and "THE FAMILY SKELETON," have won for him a host of followers, is to be seen at the..... .....Theatre next ..... in his latest Paramount photoplay, "HIS OWN HOME TOWN."

In this production, Mr. Ray has a role, which is eminently suited to, and affords him ample scope for the exercise of his talent. The scenes are laid in a small inland city, which has been dominated for years by a political boss and a few favorite henchmen, including a hypocritical minister of the gospel, the latter being the father of Jimmy Duncan, the character assumed by Charles Ray. This young man's soul revolts against their corrupt practices and he determines to rid the city of the baneful presence of these malcontents in office. How he accomplishes this, and in addition wins the love of a beautiful girl, is captivatingly told in a series of highly thrilling scenes.

Important!

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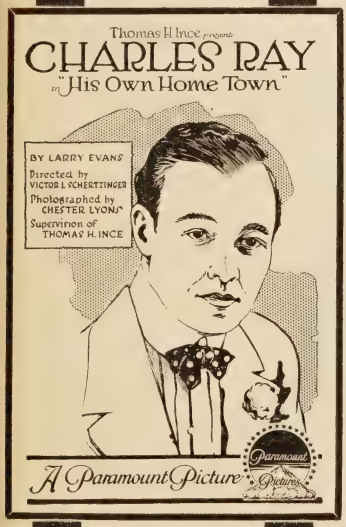
THEATRE

TODAY



Every soul who carries 'round a warm spot for the old home town will enthuse over this picture.

PARAMOUNT-SENNETT-COMEDY

PARAMOUNT
THEATRE

TODAY

Gee! but it's great to meet a friend from your own home town! If you were ever side-tracked sixty miles from nowhere you'll go wild over this great picture.

PARAMOUNT-BRAY PICTOGRAPH

PARAMOUNT
THEATRE

TODAY

Thomas H. Ince *presents*

CHARLES RAY

in "His Own Home Town"

A Paramount Picture

Paramount Pictures

It's a long road that doesn't lead, sooner or later, back to your "own home town." If you carry 'round a warm spot for your old home, see this picture. It will recall pleasant memories of other days.

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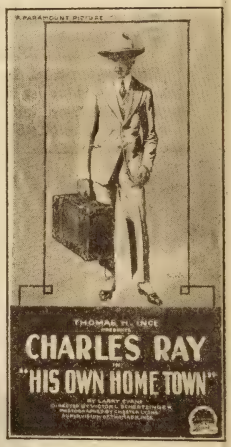

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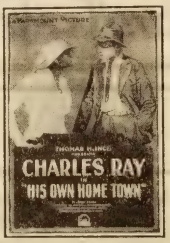

One Sheet

CHARLES RAY in "HIS OWN HOME TOWN"

Thomas H Ince presents
CHARLES RAY in "His Own Home Town" A Paramount Picture

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CHARLES RAY
in His Own Home Town
A Paramount Picture

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George Beban..."Jules of the Strong Heart"
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Wallace Reid....."Rimrock Jones"
Blackton's....."The World For Sale"
Julian Eltinge....."The Widow's Might"
Charles Ray....."The Hired Man"

Pauline Frederick....."Madame Jealousy"
Vivian Martin....."A Petticoat Pilot"
Enid Bennett..."The Keys of the Righteous"
Sessue Hayakawa....."Hidden Pearls"
George Beban....."One More American"
Ann Pennington....."Sunshine Nan"
Marguerite Clark..... "Prunella"
Billie Burke....."Eve's Daughter"

Elsie Ferguson....."Rose of the World"
William S. Hart....."Wolves of the Rail"
Mary Pickford....."Stella Maris"
Cecil B. DeMille..."The Whispering Chorus"

Elsie Ferguson....."The Song of Songs"
William S. Hart....."Blue Blazes Rawden"
Mary Pickford,
"Amarilly of Clothesline Alley"

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Exhibitor's Press Book & Advertising Aids

Charles Kenmore Ulrich
Editor

"The Claws of the Hun"

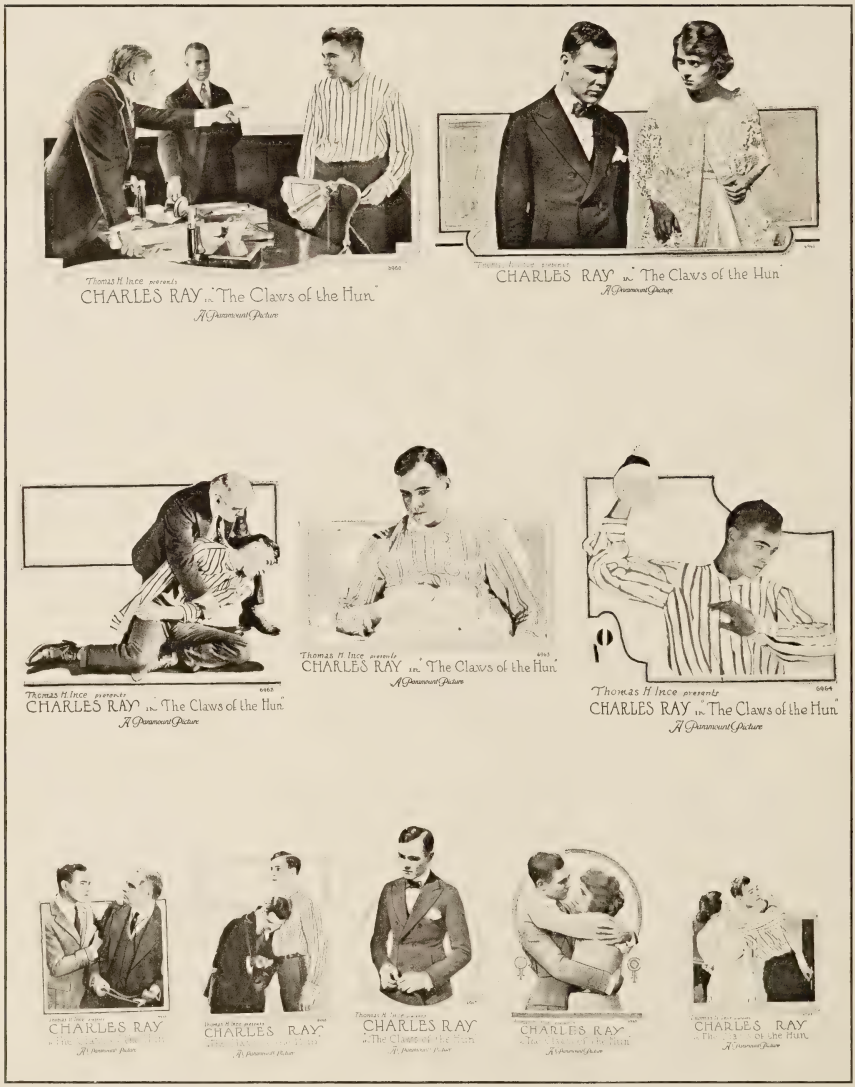
A Paramount Picture

Starring Charles Ray

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

STOCK PRODUCTION CUTS AND MATS

Charles Ray in "The Claws of the Hun"



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Points of Interest Regarding "The Claws of The Hun"

CHARLES RAY, THE STAR

THAT ever popular Paramount star, Charles Ray, who has a most congenial role in "The Claws of the Hun," is one of the most indefatiguable screen players on the Pacific Coast, or anywhere else, for that matter. We have frequently mentioned Mr. Ray's cleverness as was amply evidenced by him in his recent Paramount picture, "His Own Home Town," but it is a pleasure to state that in none of his recent successes has his art been displayed to finer advantage than in his portrayal of the patriotic son of a rich manufacturer of ammunition in "The Claws of the Hun." He vests this characterization with a certain dash and virility that should, and doubtless will, place it in the front rank of his character portrayals. Mr. Ray is a rising screen player of discriminating taste and his artistry is reinforced by intelligence and experience. Combining these qualities in his work with ever increasing energy, there is no telling where his advancement will cease. That he has done the best work of his career in his latest starring vehicle, and that his army of admirers will agree with this statement, are mathematical propositions no less obvious than that two and two make four.

THE AUTHOR

THE story of "Claws of the Hun" was written by Ella Stuart Carson, a writer of prominence, who also wrote "A Son of the Snows," in which Mr. Ray is to be seen. This writer's work is characterized by intelligence of construction, strong character delineation, and exceptional dramatic force.

THE SCENAROIST

R. CECIL SMITH is the man who wrote the scenario of "The Claws of the Hun," and he performed his work most acceptably. Mr. Smith has written numerous picture successes and in his latest production, his skill is well displayed.

THE SUPPORT

IN the support of Charles Ray in this photoplay appear such well-known screen players as Jane Novak, Robert McKim, Melbourne MacDowell, Dorcas Matthew and Mollie McConnell, all artists of ability and reputation.

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Latest Releases

THE DIRECTOR

VICTOR L. SCHERTZINGER, one of the best known directors on the staff of Thomas H. Ince, directed "The Claws of the Hun," and his ability is amply displayed in every scene of this vigorous photoplay. Mr. Schertzinger has directed many notable pictures and all of them have been unqualified successes. His latest production shows no depreciation in the artistic value of his directorship.

THE PHOTOGRAPHER

THERE are few cameramen in the country who know the photographic game better than Chester Lyons, whose work in "The Claws of the Hun" doubtless will be greatly admired. Mr. Lyons' art in this photoplay is excellent, and he has graced the production with innumerable "shots" of the highest grade known to the science of photography.

A PATRIOTIC STORY

JOHN. STANTON, son of an ammunition manufacturer, is prevented from enlisting by his mother, who is ill and who dreads to see her son go "over there." His father has been entrusted with the secret of a high explosive which he keeps in his safe and which is sought by a German spy who is employed in the Stanton ammunition plant. Mrs. Stanton exacts a promise from her husband to do all in his power to prevent their son from enlisting and to save his wife's life, as he believes, he bribes a physician to tell his son that he has heart disease and can not pass a medical examination. Believing this, John does not answer the call to the colors and he is called a slacker by his acquaintances. He is filled with disgust and one night after dissipating, is put into the room occupied by a German spy and receives a note intended for that individual, telling of an attempt to be made to obtain possession of the secret of the explosive in his father's safe. He frustrates this plot and when he later discovers that the physician's diagnosis of his heart trouble is false, he enlists, his mother giving her consent to this course, she having come to a realization of the danger to this country through the machinations of Hun plotters, and of the necessity of having every citizen "do his bit" in order to circumvent them.

CAST AND STORY OF "THE CLAWS OF THE HUN".

For Use of Exhibitors in Their House Organs or for General Publicity.

A Paramount Picture

"THE CLAWS OF THE HUN" SPLENDID STORY OF A RED-BLOODED AMERICAN

Charles Ray's New Paramount Photoplay Teaches Valuable Lesson to Patriots in Stirring Days of War

"THE CLAWS OF THE HUN"

THE CAST

John Stanton, a Young American . . . Charles Ray
Virginia Lee, His Fiancee . . . . . Jane Novak
Alfred Werner, a German Spy . . . Robert McKim
Muriel Charters . . . . . Dorcas Matthews
Godfrey Stanton, a Munitions Contractor, Melbourne MacDowell
Mrs. Godfrey Stanton, His Wife, Mollie McConnell

THE STORY

JOHN STANTON, son of a multi-millionaire munitions manufacturer, has from his childhood been the apple of his mother's eye, but in spite of her loving care, is far from being a mollycoddle. At America's entry into the war, Godfrey Stanton, who has been piling up millions furnishing munitions to the Allies of yesterday, now accepts huge contracts for supplying our Allies of today, and is entrusted by the United States Government with the formula of a newly discovered high explosive, which he guards with zealous care, and deposits in a safe, the combination of which is known only to himself, much to the disgust of Alfred Werner, a German secret service operative, who has secured a position as Stanton's consulting engineer while posing as an Englishman.

At the outbreak of the war, John, like all young men of red blood, desires to volunteer, and in this wish he is joined by his father, in whose veins flows the blood of fighting ancestors. Mrs. Stanton, for years a semi-invalid, refuses to give her consent, she insisting that the mental agony that she would be forced to undergo while her only son was in the trenches would hasten her own death. She, therefore, succeeds in forcing her husband to promise that he will do all in his power to prevent John's enlistment.

Between two fires—patriotism and love for his wife—the elder Stanton connives with the family physician to make John believe that he has heart trouble; in fact, they go to the extent of preparing a drug that will produce the very symptoms that the doctor describes, should the young man attempt to go before the examining board. Before this drug can be administered, John is given a second examination by a friend of his, a young medical graduate, who pronounces him fit in every way, and the heart trouble story a fake. Filled with righteous anger, John confronts the family physician, who admits his guilt, but lays the blame on his father's shoulders. A stormy interview between Godfrey Stanton and his son takes place, in which the latter accuses his father of lack of patriotism, only to be told the truth that for the mother's sake the subterfuge had been resorted to.

Forced to listen to his mother's pleadings and fearing that to do otherwise, he would cause her death, John fails to answer the call to the colors when the rest of his friends volunteer. Therefore, he is branded as a slacker, turned down by his friends, and given his conge by the girl he loves. Angered at his family by the ignomy. thrust upon him, John leaves home, goes to the club, and indulges in a night of wild dissipation. By chance he is put to bed in the room usually occupied by Alfred Werner.

Through the mistake of a club employee, who also is a German spy, John receives a note intended for Werner, and discovers an attempt is to be made to force his father to give up the formula entrusted to him by the Government. After a series of exciting adventures John succeeds in reaching the munitions factory in time to frustrate the plot and not only save the Government formula, but the life of his father and the munitions work as well, though he is seriously injured, in so doing.

Convalescing, Mrs. Stanton is brought to realize the danger in which her country is involved, the spark of patriotism is fired, and John is given permission to go "over there."

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Daily For One Week Prior to and During Display of "The Claws of the Hun." A Paramount Picture.

CHARLES RAY'S NEW PICTURE CONVEYS PATRIOTIC MORAL

"The Claws of the Hun" Tells Story of Man Whose Enlistment is Opposed by His Mother

WHEN it becomes necessary for a red-blooded young man to refrain from enlisting because he believes that course will kill his mother, and is called a slacker by his friends, an interesting problem arises. How the riddle is solved by one young man, the son of a wealthy ammunition manufacturer, is revealed in "The Claws of the Hun," the newest starring vehicle for Charles Ray, in which he will be seen at the..... theatre next .....

It is in this respect that Mr. Ray's new photoplay teaches splendid lessons in patriotism to the mothers of this country. When John Stanton sought to enlist at the outbreak of the war, his mother, who was seriously ill, opposed that course bitterly, and she finally convinced her son that his enlistment inevitably would kill her. To save her life, as he thought, he refuses to enlist and his friends who did not understand, called him a slacker. But John Stanton was not a slacker as subsequent events proved. It is because of this situation that he is able to frustrate the plottings of secret Hun agents and ultimately by his conduct win the consent of his mother to go "over there."

The photoplay is filled with strong dramatic action, and many of the situations are exceedingly thrilling. Mr. Ray is excellently supported by capable players chief among them being Jane Novak, leading woman in many of William S. Hart's photoplays, Robert McKim, an artistic "villain" and Melbourne MacDowell, a veteran actor of skill and wide experience.

GERMAN SPY PLOT FOILED BY BRAVE YOUNG AMERICAN

Charles Ray, in New Photoplay, "The Claws of the Hun," Has Role of Great Dramatic Force.

HOW John Stanton, son of a millionaire manufacturer of munitions, the role played by Charles Ray in his latest Paramount photoplay, "The Claws of the Hun," produced under the supervision of Thomas H. Ince foils the plot of German spies to obtain the secret formula of a high explosive, forms a thrilling episode of that unusually strong picture which will be displayed at the..... theatre next .....

John Stanton long has desired to enlist for duty "somewhere in France," but his mother who is ill and fearful, exacts a promise from him not to enlist, because she could not survive his departure for the front. He is called a slacker by his friends and when his sweetheart treats him coldly, he is in despair. In his father's safe reposes the formula of a high explosive entrusted to him by the United States Government, and Stanton learns and frustrates the plot of several German spies to obtain possession of it.

Of course, when Stanton's mother comes to a full realization of the danger of Hun espionage in this country and of the necessity of combatting enemies abroad as well as at home, Stanton is permitted to refute the charge of being a slacker by enlisting in the American army.

The picture was ably directed by Victor L. Schertzinger under Mr. Ince's supervision. The story was written by Ella Stuart Carson and the scenario was prepared by R. Cecil Smith. Mr Ray's support includes Jane Novak, Robert McKim, Melbourne MacDowell, Dorcas Matthews and Mollie McConnell.

DRAMATIC SCENES IN CHARLES RAY'S FINE PHOTOPLAY

Popular Paramount Star Has Excellent Vehicle in His Latest Picture, "The Claws of the Hun"

VIBRANT with patriotism and love of country, "The Claws of the Hun," the latest Paramount photoplay starring Charles Ray, the popular young screen artist, is in many respects one of the finest pictures of the Ray repertoire to date. The picture will be the attraction at the ..... theatre next .....

In this picture Mr. Ray appears as the son of a wealthy manufacturer of munitions who has been prevented from enlisting in the army because of the pleas of his mother who is ill and who, he believes, will die if her son goes "over there." His reasons for not enlisting are misunderstood by his friends who scornfully term him a slacker. Even his sweetheart, who is a patriotic young woman, upbraids him for his apparent cowardice and gives him up.

But the young man's chance to prove the falsity of the charge against him appears and he takes full advantage of the opportunity when at the risk of his own life, he frustrates the plot of German spies to steal from his father the formula of a high explosive which had been entrusted to him by the United States Government. The young man nearly loses his life in the battle, but he emerges a victor with great honors. He then learns that his father has bribed a physician to assert that his (the son's) heart is weak, and he promptly enlists with the consent of his mother who now realizes that it is the duty of every mother to give up her son to the task of making the world safe for democracy.

CHARLES RAY IN NEW PHOTOPLAY

Paramount Star Has Strong Role in "The Claws of the Hun"

CHARLES RAY has been seen in many Paramount pictures produced by Thomas H. Ince and in every case he has given screen patrons signal satisfaction. His next appearance will be in "The Claws of the Hun" at the ..... Theatre which has announced the production for .....

This is a war picture but it is about the happenings in our own country. The plotters of the autocrat of Berlin try to extend their machinations to a great munitions plant and are thwarted by a youth who has been called a slacker because, to save his mother from death, as he believes, he has not answered the dictates of his conscience and gone to the front.

Lessons to Mothers.

CARLES RAY'S latest Paramount photoplay, "The Claws of the Hun," which will be shown at the..... theatre next....., teaches salutary lessons in patriotism to those mothers who are reluctant to see their boys go "over there" in defense of world democracy. It is a picture which should delight every patriotic citizen who has the welfare of his country at heart.

Foils Hun Spy Plots.

IN his new Paramount photoplay, "The Claws of the Hun," Charles Ray foils Hun spies who plot to steal the secret of a high explosive which has been placed in his father's custody by the United States Government. The scenes of the photoplay which will be shown at the ..... theatre next ....., are extremely dramatic.

VETERAN ACTOR IS MACDOWELL

He Appears in Support of Charles Ray in "The Claws of the Hun"

MELBOURNE MACDOWELL, veteran tragedian and actor of the old school, who has "returned" in the films, via the Ince-Paramount route, is appearing in a fine part in "The Claws of the Hun," a new Chas. Ray picture which will be shown at the..... theatre next ..... Mr. MacDowell is cast as a munition manufacturer and he looks the part. In fact, he is the finest type in the world for millionaires, bank presidents and the like—and then, he can turn about and be the most vindictive villain in the annals of the screen.

Melbourne MacDowell had his greatest stage training with his late wife, Fanny Davenport. He has essayed many of the great tragedy roles and his portrayals were artistic. Today he finds the screen a wonderful medium for his work.

This new Ray picture, by the by, is decidedly timely. It is the sort of picture you can talk about before and after seeing. It deals with today—the greatest period in the history of the world. And it is intelligent, unforced, convincing. Mr. Ray's support is excellent.

Excellent Photography

PHOTOGRAPHY of the most excellent description is seen in Charles Ray's new Paramount picture, "The Claws of the Hun," produced by Thomas H. Ince and directed by Victor Schertzinger. Chester was the man behind the lens and he has graced the production with innumerable beautiful "shots." The picture will be shown at the..... theatre on .....next.

RAY'S PHOTOPLAY HAS FINE THEME

Lessons to Mothers Taught by "The Claws of the Hun"

IN the beginning of America's great stand for democracy when she entered the world struggle girded for the fray, the problem came to many and many a mother's son—the question of enlistment. Some accepted it with that spirit of sacrifice that makes heroes, other rebelled openly, still others accepted, but not graciously, the duty patriotism enforced upon them.

German propaganda in the beginning inspired many arguments against enlistment and conscription. Today it works through innocent channels and prompts some parents to deplore the sending of our boys across the seas. But its day is done—the spirit of the people of America has come into its own and every day sees grander sacrifices, more immolation.

This is the plot of "The Claws of the Hun," in which Charles Ray will be seen at the..... theatre next ..... It is a story by Ella Stuart Carson and the scenario was written by R. Cecil Smith. The production was made under the supervision of Thos. H. Ince, with Victor Schertzinger as director.

Mr. Ray has a part that is exceptionally interesting, because it presents the mental conflict of a youth torn between love of his mother and duty to his country. The production is excellent and will mark a new step upward in the screen career of Mr. Ince's youthful star. Mr. Ray's support is in every respect wholly adequate.

Exposes Hun Espionage.

NEW men and women up to the time America entered the world war realized a tithe of the machinations of the German espionage system in America. They were even slow to recognize it after we were in the struggle, but today they are awakened to it. Just such motion pictures as "The Claws of the Hun," produced for Paramount by Thomas H. Ince, give an indication of the danger that confronts us at home from alien enemies. It is a splendid picture and will be seen at the ..... theatre on .....next.

Jane Novak in New Role.

JANE NOVAK, who has appeared as Wm. S. Hart's leading woman in numerous Artcraft pictures, is seen in support of Charles Ray in his newest picture, "The Claws of the Hun," which will be the attraction at the..... theatre on..... next. Miss Novak is pretty, talented, and ideally adapted to the requirements of the new role allotted her.

Picture Has Strong Appeal.

NO red-blooded American in these days will be able to resist the appeal of "The Claws of the Hun," the new Paramount picture from the Ince studios starring Charles Ray. It is a picture with the speed and action of a war play but the scene is located entirely in this country. And while it has to do with Hun plotters it is different from the usual variety of such stories. Mr. Ray has a part that suits him admirably and the supporting company is excellent. It is the attraction this week at the..... ..... theatre.

An Able Screen Villain.

THERE are few screen villains with greater ability to make the audience desire their untimely demise than Robert McKim who plays the heavy role in "The Claws of the Hun", Charles Ray's new Paramount picture, produced by Thos. H. Ince, which will be shown at the..... theatre next ..... Mr. McKim is a bad man from top to toe—in the pictures. Off screen he is one of the most charming of gentlemen.

Schertzinger Directs Ray.

VICTOR L. SCHERTZINGER again returns to the direction of Charles Ray in his newest Paramount picture, "The Claws of the Hun," a story by Ella Stuart Carson and the scenario by R. Cecil Smith, which will be shown at the..... theatre next ..... The leading role of John Stanton, portrayed by Charles Ray, is one calling for the utmost skill and Mr. Ray is fully up to its requirements.

Charles Ray's New Picture.

AMONG screen stars in this country, Charles Ray has by his talents and hard work advanced to the front rank. Mr. Ray will be seen in "The Claws of the Hun," his latest Paramount picture, at the..... theatre next ..... This is an excellent photoplay which conveys the patriotic message to the mothers of young men in this country, that no sacrifice by them is too great to insure the preservation of world democracy.

TRADE MARK

Paramount Pictures

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

VEST SIDE
h St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
er—The Beast of Berlin"

SEA EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL.
nts "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
er—The Beast of Berlin"
ATHE NEWS COMEDY
VAUDEVILLE

MES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
M in "ROUGH & READY."
Eve., 15c, including war tax.

GE Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
BRADY in "THE TRAP."
THE WOMAN IN THE WEB."

VEST SIDE
St. to 86th St.

TH BROADWAY AND
T. THEATRE 77TH STREET
kawa. "Honor of His House."
in "Riders of the Night."

EATRE 8TH AVENUE AT 44TH STREET
RDEN, "The Splendid Sinner"

VEST SIDE
h St. to 125th St.

BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

IAN 36 Cathedral Parkway.
2 to 11 P. M.
IVET. in "Lest We Forget"

Thomas H. Ince presents

Charles RAY

TRADE MARK
Paramount Pictures

"Unfit for military service!"
He of the "Fighting Faiths" unfit?
He'd show them!
And he set out to fight a war of his own!

in

BELOW 14TH

NEW STAND EAST BR & MARK
Mrs. Vernon Castle, "Hillcrest Mystery
"His Old-Fashioned Dad" & Alice

ORPHEUM 126 Secon
FRANK KEENAN in "LOAI
4th Epis. "THE WOMAN IN

ST. MARKS 133 Sec
CARLYLE BLACKWELL in
OUT." "THE EAGLE'S

WINDSOR THEATRE 41
GAIL KANE in "THE LA
Episode 16 "THE MYSTER

M. & S. Theat

AMERICAN MOVIES
Francis X. Bushman & B
in "With Neatness and

M. & S. 6-8 Del
J. Warren Kerrigan in "T
Card." 8th Epis. "The

NEW 14th ST. 14TH SE
"TARZAN OF THE
The Wonder Play of

ODEON 58-62 Clin
DOROTHY DALTON in "
Mack Sennett Comedy, "It Pa

PALACE 133 Es
Pauline Frederick, 'Mrs. D
5th Epis. "The Woman

SUNSHINE 141 E.
Edith Storey, 'Treasure

WACO 118 Riv
Elsie Ferguson, "The So

STAPLETON

RICHMOND THE
CARMEL MYERS in "The M
CHARLIE CHAPLIN in "A

CKWELL & Evelyn GREELEY
A LEAP TO FAME"
"THE HOUSE OF HATE."

NINGSIDE 8th Avenue at 116th Street.
nston Forbes-Robertson
asks and Faces."

EST 99th & Columbus Ave.
Cont. 11.30 to 11 P. M.
NNETT in "THE KEY TO
USNESS." Toto Comedy.

onderland THIRD AVENUE AT 152D STREET.
hillips in "The Risky Road"

COMEDY 3754 3d Ave.
LIAFERRO, 'The Three of Us'
STORY COMEDY

Westchester Av. & 161st St.
ANCE TALMADGE
THE STUDIO GIRL"
TH CLIFFORD
E GUILT OF SILENCE"

EATRE, 4048 Third Av.
iscale in "Madame Who?"

RESCENT 168TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

y Heights Section

BANY ST. JOHN'S PL. & ALBANY AVE.
iscale in "Within the Cup"

A, 1368 St. John's Pl.
SON, "Social Hypocrites"

edford Section

RIUM 1298 Fulton Street.
Continuous 1 to 11 P.M.
AM FARNUM
IN
MISERABLES"

MA, 718 Nostrand Ave.
OMAS. "Betty Takes a Hand"

of the Hun"

by ELLA STUART CARSON. . .
SCENARIO by R. CECIL SMITH
DIRECTED by VICTOR L. SCHERTZINGER
PHOTOGRAPHED by CHESTER LYONS
SUPERVISED by THOMAS H. INCE.

A Paramount Picture

Added Attraction

"Fatty" Arbuckle in "Good Night, Nurse!"

Paramount-Bray Pictograph

PARAMOUNT
THEATRE

UP AND DOWN
BROADWAY

In and Out
of the
Film Studio

HOBOKEN
STRAND Washing
STRAND PLAY
IN
"BROADWAY JO

YONKERS, N
HAMILTON WM. S
in "THE T
"A SON OF DEMOCR
ORPHEUM KITTY
in "THE PU
Tmw—MAE MARSH in "Field

ROCKAWAY B
NEW THEATRE HAMMER
ROCKAW
OLGA PETROVA in "T
WITHI

FAR ROCKA
COLUMB
MAE MARSH, 'The Face

Stuyvesant Heights
COLONIAL BROAD
ROCKA
BILIE BURKE in "Eve's

DECATUR Broadwa
Cont. 1.3
"The Kaiser—The Beast

HALSEY THEATRE Hals
Con
Henry B. Walthall in "Hunt
USUAL VAUDEVILL

IMPERIAL THEA. Halsey &
Cont. 1.3
Margery Wilson in "Flames

Ridgewood Secti

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

child was placed in care of Mrs. Meyer.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

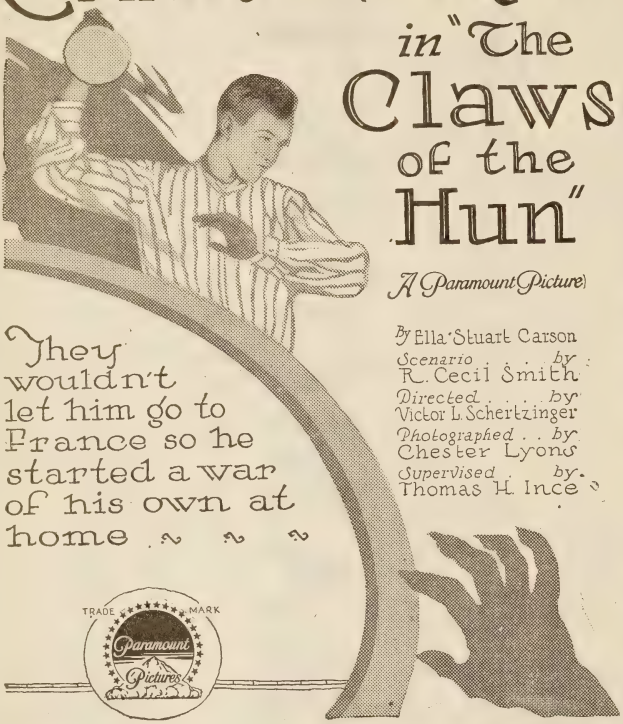
pellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

Thomas H. Ince presents

CHARLES RAY

in "The Claws of the Hun"

A Paramount Picture



They wouldn't let him go to France so he started a war of his own at home

By Ella Stuart Carson
Scenario . . by R. Cecil Smith
Directed . . . by Victor L. Schertzinger
Photographed . . by Chester Lyons
Supervised . . by Thomas H. Ince

TRADE MARK Paramount Pictures

Extra Attraction!!

"LOVE LOOPS THE LOOP"

Paramount-Mack Sennett Comedy

PARAMOUNT

THEATRE

TO stop advertising to *save money* is like stopping a clock to *save time.*

Thomas H. Ince presents

Charles Ray

in "The Claws of the Hun"

By Ella Stuart Carson
Scenario by R. Cecil Smith
Directed by Victor L. Schertzinger
Photographed by Chester Lyons
Supervised by Thomas H. Ince

TRADE MARK Paramount Pictures

A Paramount Picture

THEY wouldn't let him go to France so he started a war of his own at home.

Paramount Theatre

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"THE CLAWS OF THE HUN"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheets

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising layouts:

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

DEPARTMENT OF ADVERTISING AND PUBLICITY
FAMOUS PLAYERS—LASKY CORPORATION
487 FIFTH AVENUE, NEW YORK

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "The Claws of the Hun"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:--

The announcement that Charles Ray, one of the most popular young screen stars in the country, will be seen in his latest Paramount photoplay, "The Claws of the Hun," written by Ella Stuart Carson and produced under the supervision of Thomas H. Ince, at our theatre next ....., has proved a source of pleasure to the army of Mr. Ray's admirers in this city.

Mr. Ray's new photoplay deals with the war situation in this country, German spies and the duty of American mothers in the premises. Mr. Ray plays the part of a young man who promises his mother not to enlist and who is dubbed a slacker in consequence. He frustrates the plot of several German spies and through this his mother's patriotic spirit is awakened and she becomes the proudest woman in the land when she sees her son in his army uniform.

There is a splendid love story and the various incidents of the picture are of the most thrilling description. We think this is a picture which may be seen with profit by all who have the best interests of their country at heart. We urge you to come early if you desire good seats.

Yours sincerely,

_____
Manager.

If Letter will not serve, use one of the Post Cards on opposite page

MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "The Claws of the Hun"

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

It affords us pleasure to announce that Charles Ray, the popular young Paramount star, will be seen in his latest photoplay, "The Claws of the Hun," at our theatre next..... This is a delightful picture teaching lessons in patriotism to the mothers of this country, and we think, it will please you greatly.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 3 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

In the new Paramount-Thomas H. Ince photoplay, "The Claws of the Hun," starring Charles Ray, which will be shown at our theatre next ....., the followers of Mr. Ray will find much to admire. This is a red-blooded patriotic photoplay dealing with German spies and every scene is thrilling and heart appealing.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

This is to remind you that Charles Ray, the ever popular star in Paramount pictures, will be seen in his newest photoplay, "The Claws of the Hun," at our theatre today. This is a picture dealing with the Hun spy menace, and its presentation here is quite timely. Please come early.

Yours sincerely,

Manager _____

Exhibitors will be wise to mail at least one of these Postals to their patron

SPECIAL FEATURE ARTICLE

For Use of Exhibitors in Their House Organs or of Editors who Desire Original Story on Charles Ray or "The Claws of the Hun."

A Paramount Picture

CHARLES RAY, FAMOUS STAR, FINE TYPE OF AMERICAN MANHOOD

Hero of Paramount Picture, "The Claws of the Hun," Discusses Role in New Patriotic Photoplay and Its Message

CHARLES RAY is to the youth of this age what the heroes of the better class of stories of young men were to the youth of a decade or more ago. His pictures are more spirited than were the old-time stories, but none the less inspiring and have the advantage of being visualized, so that the appeal is so much the greater. Mr. Ray, who owes his large and increasing following in the films to the fact that he is a fine type of young manhood of America and to the able manner in which Thomas H. Ince has handled his productions, is quite youthful, buoyant and enthusiastic. He is an artist in characterization, a conscientious worker, a lover of outdoor sports, and can wear clothes as few men can. Therefore he possesses the requisites to perfection in his work.

Victor Schertzinger, his director, has made a study of Ray. He knows his every mood and just how to direct him to the best possible advantage. The stories chosen for Ray's Paramount pictures are based upon the assumption that they must appeal to the great general public, yet be sufficiently high class to hold the attention of the most exacting. This is no mean task, but it has been successfully accomplished, as is evidenced in 'The Claws of the Hun," which will be shown at the ..... Theatre next .....

Mr. Ray has represented the American youth from the farm in many pictures. The bumpkin is a distortion, but he has presented something with a finer shading, a character that is all American, wholesome, strong, yet simple. And he has done it so well that his work has elicited praise from every source.

There are few screen actors of today with a more brilliant record or a more promising future than Charles Ray. Thomas H. Ince so regards his star and has given him every opportunity, of which he has taken full advantage. Speaking of his newest vehicle, Mr. Ray said recently:

"I regard my latest photoplay as one of the best in which I have appeared. I say this not because it supplies me with those dramatic situations which I like best, but because it teaches a great moral to American men and women in these harrowing days of war. I portray the role of a young man who is anxious to 'do his bit' for his country, but who is prevented from enlisting because of the fear of his mother who is convinced that if her son goes 'over there,' she will never see him again.

"There are many such mothers in this country. They are not unpatriotic, but they cannot bear to see their sons go to death for their country. They are ready to resort to any subterfuge to keep their sons at home, and in 'The Claws of the Hun,' Mrs. Stanton induces her husband to bribe a physician to report that their son has heart disease, and that he would not pass the medical examination necessary to enlistment. When the boy learns of the trick played upon him, he enlists anyway and his mother meanwhile has experienced a change of heart, for she knows that it is the duty of every mother to make any sacrifice to the end that this country may be preserved from its enemies."

Mr. Ray, who is an athlete, an electrical experimenter of ability and a linguist, is also a red-blooded American and he is enthusiastic over "The Claws of the Hun" and its effect upon the American public in aiding to stimulate patriotism. He says he is convinced that the sermon it teaches will be generally appreciated, namely, to stand by American institutions and to do all anyone can to nullify the efforts of German spies in our midst, and to aid to insure a victory of democracy over autocracy, to the end that the world may be freed from the menace of German militarism.

PRESS REVIEWS

To be Sent out to the Newspapers Immediately After the First Showing of "The Claws of the Hun."

A Paramount Picture.

"THE CLAWS OF THE HUN," CHARLES RAY'S LATEST PHOTOPLAY, MAKES HIT

Splendidly Produced Paramount Picture Gives Star Fine Opportunities, of Which He Makes Intelligent Use

THE name of Charles Ray, the sprightly young star in Paramount pictures, apparently is a synonym for success. That was demonstrated when his newest vehicle, "The Claws of the Hun," was presented at the.....theatre yesterday. Mr. Ray was seen in a most congenial role and his portrayal of a red-blooded young American patriot, was as vivid as it was artistic and satisfying.

In this splendid photoplay, Mr. Ray plays the part of John Stanton, the son of a manufacturer of ammunition. His mother is ill and, like numerous mothers, she dreads to see her boy go "over there." The Government has entrusted the secret of a high explosive to the boy's father, which is kept in a safe and which is vainly sought by a spy in the plant.

To save his wife from death, as he believes, the father bribes a doctor to tell his son that he is suffering from heart trouble and could not pass an examination for the army. But the lad gets another doctor to examine him and discovers the truth. He confronts his father with the deception and the truth is made known.

So, for his mother's sake, the lad does not answer the call to the colors and is dubbed a slacker. In disgust he seeks solace in the wine cup and is put to bed in a room formerly occupied by a German spy. He gets a note intended for the latter and learns of a plot to steal the formula for the explosive, frustrates it and this results in his mother realizing the danger of the spy menace and consenting to his going across.

Mr. Ray gave a forceful portrayal of the young hero, and, as usual, Robert McKim proved a very despicable villain as the German spy. Jane Novak was charming and Melbourne MacDowell did artistic work.

CHARLES RAY A HIT IN "THE CLAWS OF THE HUN"

Paramount Photoplay With Patriotic Theme Favorably Received Here

IN these days, when "grim visaged war" has failed to smooth his wrinkled front and presents anything but a placid face, "The Claws of the Hun," a Paramount picture, in which Charles Ray appeared at the ..... Theatre yesterday, is certain to find a ready response anywhere in America. The picture was produced by Thomas H. Ince and directed by Victor Schertzinger.

The story of the photoplay is a timely one and a powerful object lesson, if one still be needed, to those mothers who have not as yet become imbued with the sense of the real menace of the Hun and the necessity of personal sacrifice to repel that danger. Charles Ray's portrayal of the character of a patriotic young American is excellent. It is convincing and is a faithful picture of the youth who is face to face with duty and later is compelled to choose between it and filial affection. Jane Novak, as the heroine of the story, evinces considerable ability as well as a charm of manner and beauty that render her ideal in the part.

Robert McKim is a despicable villain and Melbourne MacDowell is admirable as a munition manufacturer. Other characters are well played by Dorcas Matthews and Mollie McConnell. Scenically the picture is effective and the direction is smooth and consistent. The production can be recommended to all playgoers who care for up-to-the-minute action and good character delineation.

ADVERTISING POSTERS AND SLIDE
FOR
"THE CLAWS OF THE HUN"

Always obtainable at your Exchange

Three Sheet

SLIDE

Three Sheet

Six Sheet

One Sheet

One Sheet

COVER YOUR TOWN WITH THIS PAPER AND YOU WILL FILL EVERY SEAT AT EVERY PERFORMANCE

Current Paramount and Artcraft Pictures in the Order of Their Release

PAULINE FREDERICK ..... "RESURRECTION"
ENID BENNETT..... "THE BIGGEST SHOW ON EARTH"
SESSUE HAYAKAWA..... "THE WHITE MAN'S LAW"
JACK PICKFORD ..... "MILE-A-MINUTE KENDALL"
DOROTHY DALTON.. .... "THE MATING OF MARCELLA"
MARGUERITE CLARK ..... "PRUNELLA"
CHARLES RAY ..... "HIS OWN HOME TOWN"
WALLACE REID ..... "BELIEVE ME, XANTIPPE"
BLACKTON'S ..... "MISSING"
LINA CAVALIERI ..... "LOVE'S CONQUEST"
VIVIAN MARTIN ..... "VIVETTE"
PAULINE FREDERICK ..... "HER FINAL RECKONING"
SESSUE HAYAKAWA ..... "THE BRAVEST WAY"
WALLACE REID ..... "THE FIREFLY OF FRANCE"
ENIT BENNETT ..... "A DESERT WOOING"

MARY PICKFORD ..... "M'LISS"
WM. S. HART..... "SELFISH YATES"
DOUGLAS FAIRBANKS..... "MR. FIX-IT"
CECIL B. DE MILLE'S ..... "OLD WIVES FOR NEW"
ELSIE FERGUSON ..... "A DOLL'S HOUSE"
DOUGLAS FAIRBANKS ..... "SAY, YOUNG FELLOW"
GEORGE M. COHAN..... "HIT THE TRAIL, HOLLIDAY"

Exhibitor's Press Book & Advertising Aids

Charles Kenmore Ulrich, *Editor*

Charles Ray

in "A Nine O'Clock Town"

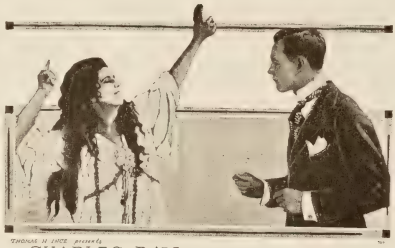
A Paramount Picture

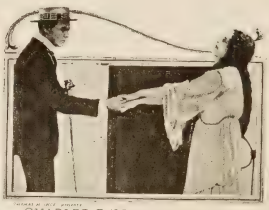
FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

Charles Ray in "The Nine O'clock Town"





ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-Column Cuts and Mats.
Centre Row—Three Two-Column Cuts and Mats.
Bottom Row—Five One-Column Cuts and mats.

Reduced as Shown Above **Always Obtainable at Your Exchange**

Valuable Pointers for Exhibitors on "A Nine O'Clock Town"

CHARLES RAY, THE STAR

WE have had occasion frequently to comment upon the cleverness of Charles Ray as a motion picture star, but at no time was praise of this sterling screen actor better deserved than in connection with his impersonation in "A Nine O'Clock Town." Mr. Ray appears as the manager of a dry goods "Emporium" in a small city —that is to say, after he has had more or less depressing adventures in a metropolitan city, chief among which is his dismissal for being late at his tie counter one morning after the night before. So he returns home to the girl—but what's the use to reveal the story here? It is sufficient to say that Mr. Ray has a capital vehicle in this photoplay, different in many respects from its immediate predecessors, such as "His Own Home Town," "Playing the Game, or "The Claws of the Hun," but none the less effective and pleasing to his army of admirers everywhere, as results doubtless will demonstrate.

AUTHOR AND DIRECTOR

VICTOR L. SCHERTZINGER is both author and director of "A Nine O'Clock Town," and from every standpoint, he has done his double task exceedingly well. Mr. Schertzinger has been identified as director with Mr. Ray for many months and most of that star's picture successes have been produced under his direction. He understands his art thoroughly, the result being productions of the highest merit. His latest picture, conceived and turned out by himself, is in a class by itself and a work that will rank as one of the best of his career.

THE PHOTOGRAPHER

WHEN it is known that a motion picture has been photographed by Chester Lyons, then it is certain that little or nothing is lacking in the way of photographic effects so essential to the success of a photoplay. That Mr. Lyons knows the photographic game intimately has been repeatedly evidenced, notably in "Playing the Game," "His Own Home Town" and "The Claws of the Hun." It is conceded that his work in "A Nine O'Clock Town" ranks among his finest achievements.

CAPABLE SUPPORT

MR. RAY is splendidly supported in this photoplay. Chief among the players is Jane Novak, one of the most charming leading women in motion pictures. Then there are Otto Hoffman, Gertrude Claire, Catherine Young and Dorcas Matthews, all screen players of skill and reputation.

AN UNSUAL STORY

DAVID CLARY is the son of a merchant in a country town and on the day prior to that fixed for the opening of the "Emporium," the elder Clary decides that his son's ideas are too extravagant for Littletown and David quits his job in disgust and goes to New York leaving Katherine, who loves him, much downcast. David gets a job as tie salesman in a department store and one night he falls into the hands of a vampirish woman who relieves him of his watch and money. He appears for duty quite late on the following morning and is discharged. Meanwhile, the elder Clary's management of the "Emporium" has been more or less disastrous and he decides to send for David who gladly returns home. He starts in as manager with a vim, employs a corset model and arranges a big sale which is heralded by a big band. Then appears the vamparish woman who recognizes David and tells him that if he will come to her hotel that night she will return his watch. He goes there, meets the woman and incidentally, her husband crops up and demands $5,000 from David with the threat of exposure if he does not pay that sum. But it happens that the corset model recognizes the man as her husband and David is saved from disgrace and left to marry Katherine, not however, before he has sold the "Emporium" for $75,000, got a position as manager thereof, and hired his father as his assistant.

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SPECIAL FEATURE STORY

For use of Exibitors in Their House Organs or of Editors who Desire Original Article on Charles Ray or "A Nine O'Clock Town"

A Paramount Picture

CHARLES RAY'S NEWEST PARAMOUNT PICTURE IS SURE CURE FOR THE BLUES

Popular Star Finds Much in New Starring Vehicle to Admire and He Discusses The Story and Role

THAT his latest Paramount photoplay, "A Nine O'Clock Town," is a sure cure for the blues, is the opinion expressed by Charles Ray, the popular star who portrays the leading role therein, that of a young man with progressive ideas who runs a dry goods "Emporium" in an inland city and who has some thrilling adventures before the close of his experiences.

This is said to be one of the best roles ever essayed by Mr. Ray, whose repertoire, by the way, is filled with characterizations which for virility and clean-cut artistry are bound to live in screen history. Mr. Ray incidentally, is a philosopher as is evidenced by his discussion of the story of "A Nine O'Clock Town" recently.

"I like to portray roles of young chaps from the country," he said. "After all, it is in the smaller cities and the villages that the finest types of American youth are developed. Since 'a prophet is never without honor save in his own country,' they sometimes have to go to the cities—the larger ones—to expand. It is not infrequently the splendid qualities of character and honesty imbided from their bucolic birth that stands them in such good stead later on.

"Think how many of our great men first saw the light in some 'nine o'clock town'—spent their early days doing chores and dreaming of new worlds to conquer when they should at last shake the dust of the high road from their feet and walk the pavements of the metropolis.

"So, I find it interesting to think just what such young fellows would do, handicapped often by narrow mindedness on the part of their families and friends. And I like to think also of the sweetness and unspoiled character of the girls of the little cross roads villages—the sweethearts of these same youths who come back to them, sometimes, out of the reek of the cities, to claim them as wives.

"And I like to dream of the beauty of a moonlight night and the old garden gate; of the jolly 'parties,' the church socials, of a kiss stolen under a friendly moon and a sad little parting—when the lights are low. It is like the music of an old song—with the whisper of the trees and the kiss of the soft winds.

"And then—the city! Struggle and change and hope alternating with despair. Sometimes a triumphant homecoming to the old folks and the little country sweetheart—sometimes a returning prodigal. Sometimes—no returning. But it is all part of our great, complicated American life—and I feel the characters of these boys I'm creating on the screen, try to think as they would then, act as they would act, love as they would love, work as they would work. It is distinctly worth while. Don't you think so?"

Possessing a variety of talents aside from the histronic, Mr. Ray excels in all forms of athletics, takes a keen interest in electrical experiments, is an apt student of French and Spanish, and, for his own amusement, writes stories whenever inspired by a particularly good idea.

He came under the direction of Thomas H. Ince four years ago, following two years' experience with reportoire companies on the road. He flashed into stardom over night in the titular role of "The Coward." Critics at once proclaimed him a remarkable "find" for the screen. Their opinions were strongly substantiated by his splendid work in his succeeding pictures.

Totally unlike the weakling characters which he has played, Mr. Ray as a boy showed determination and dogged perseverence to accomplish which he desired most in the world—to be a successful actor. His father was a formidable opponent of this aspiration. His first stage appearance was so good that his father, who had been sitting down front, decided to give the boy not only encouragement, but financial backing.

The investment was a shrewd one, for now Mr. Ray commands a higher salary than many a bank president, and enjoys an enviable popularity wherever pictures are shown. He is six feet tall, has dark brown hair and eyes and is possessed of a winning personality. As he is but twenty-seven years old, his greatest successes are undoubtedly yet to come.

ES RAY'S NEWEST AMOUNT PICTURE IS SURE CURE FOR THE BLUES

Star Finds Much in New Starring Role to Admire and He Discusses It

This latest Paramount photoplay, "A O'Clock Town," is a sure cure for the blues, the opinion expressed by Charles Ray, star who portrays the leading role, that of a young man with progressive views, a dry goods "emporium" in an adjacent city and who has some thrilling adventures in the close of his experiences.

It is said that he one of the best roles ever played by Mr. Ray, whose reputation, by the way, is linked with characterizations which for clean-cut artistry are bound to live in history. Mr. Ray incidentally, is a native of Illinois, as evidenced by his discussion of the film "A Nine O'Clock Town" recently.

"Since to portray roles of young chaps from the country, he said: "After all, it is in the country and the villages that the finest American youth are developed. Since I was a boy without honor save what this country, they sometimes have to go to the larger ones—to expand. All is not lost the splendid qualities of character which imbibed from their humble birth have been in such good stead later on.

"How many of us—great men that we are—come 'nine o'clock town'—spent their days doing chores and dreaming of new things, when the should at last the high road from those fast permeants of the metropolis.

"I'd hate to think what would allows would do, handicapped often lessness on the part of their tantrums. And I like to think also of the assigned character of the girls of those small villages—the sweethearts of youths, who come to them, the recall of the girls, t

"And I like of the hustling a morning high night and the old garden gate of the jolly 'parties.' scandals, of a kiss stolen a-friendly, upon and a sad little parting when the lights are low. It is like the music of a song—with the whisper of the trees the lisp of the soft winds.

"And then—the city. Struggle, new dangers and hope advancing with despair. Sometimes a triumphant home-coming to the old folks in the little country, sweetheart—sometimes a marriage—perhaps. Sometimes—no matter, but it is all part of our great, complicated American life—and I love to portray some of those boys facing on the screen as they think as they would then, act as they would act, love as they would love, work as they would work. It is distinctly worth while. Don't you think so?"

Possessing a variety of talent rarely seen in history, Mr. Ray excels in all forms. He takes a keen interest in electrical experiments, an art student of French and Spanish, and his own amusement, writes, varies, motors, sailing particularly good fun.

He came under the direction of Thomas H. Ince four years ago following two years' service with reportorial companies, and he dashed into stardom over night in the role of The Coward. Critics at once saw in him a remarkable "find" in the screen portrayals were strongly substantiated by his work in his successes.

"Data" unlike the weakling characters he has played Mr. Ray is a fine, honest young man, possessed of an ambition which he desires most in the world to be a successful actor. His father was a formidable opponent of this aspiration. His first stage appearance was so good and his father, who had been sitting down from drafted to give the boy not only encouragement but financial backing.

The investment was a shrewd one. In now ten Ray commands a higher salary than many a leading president, and enjoys an enviable popularity all screen play fans are shown. He is tall, well built, has dark, lovely hair and eyes, possessed of a winning personality. As he is a bachelor-seven years old, not unfortunately yet to wife.

CAST AND STORY OF "A NINE O'CLOCK TOWN"

For Use of Exhibitors in Their House Organs or for General Publicity.

A Paramount Picture

CHARLES RAY HAS FINE PARAMOUNT PHOTOPLAY "A NINE O'CLOCK TOWN"

Story of New Starring Vehicle Deals With the Fortunes of a Clerk in Country Dry Goods Emporium who Makes Good

"A NINE O'CLOCK TOWN"

THE CAST

David Clary, Manager of "The Emporium" ..... Charles Ray
Katherine, who loves David ..... Jane Novak
John Clary, David's Father ..... Otto Hoffman
Mrs. Clary, David's Mother ..... Gertrude Claire
The Dame ..... Catherine Young
The Model ..... Dorcas Mathews

THE STORY

THE inhabitants of Littletown are agog over the opening of "The Emporium" a grand store, owned by John Clary, whose enterprising son, David Clary, is the prospective manager. But before the hour of opening the big store, Mr. Clar decides that his son's ideas are too extravagant for Littletown and, thoroughly disgusted, David leaves for New York, despite the tearful protests of his mother.

In New York, David obtains employment at a big department store. He telegraphs the good news to Katherine and assures her that he regrets that his father did not see things as he did. "The Emporium" is on the shoals of disaster, owing to inefficiency of management and David's father is wondering how he can induce his son to return to Littletown and assume the management of the "Emporium" without appearing to sacrifice any of his stern principles.

The truth is that David is only a clerk who falls under the spell of a woman known as "The Dame." He accompanies her to a cafe where she relieves him of his watch and other valuables. David shows up at his counter quite late the next morning and is promptly discharged by the floor manager.

David now sends word to his father that he has resigned his job and is willing to return home provided his management of "The Emporium" be unrestricted. Mr Clary, realizing that his store is about to go under, gladly wires David to come home and the latter as cheerfully responds. David urges his father to turn the store over to him for six months, and he promises that if the venture fails, he will scrub the floors of the store every day until the crash comes.

David arranges for a "Cyclone Sale," and the corset model whom he has brought from New York creates a sensation at the sale, even the members of the brass band ceasing to play when she appears. Meanwhile, a burlesque show, among the members of which is "The Dame," arrives in Littletown and attracted by the crowd, the woman enters the store and recognizing David, she tells him that if he will call at her hotel that night, she will return to him the watch which he had "intrusted to her care" the night of their last meeting at the cafe in New York.

Katherine overhears this and feeling rather an ownership of David, her jealousy is aroused. David keeps the appointment, and while he is talking to the woman, her male working partner enters and demands $5,000 from him on the following night, failing to pay which sum he will suffer exposure as a dirty cur who sought to rob another man of his wife's affection. In great distress, David goes to the bank to raise the money, only to discover that his father has mortgaged everything he owned to the hilt. Katherine seeks to win his confidence, and he assures her that no matter what may happen, she shall not lose her faith in him.

The confederate of "The Dame" strolls into the store the next day and is recognized by the model as her husband. She creates a scene and David is delighted to learn that he is not obliged to pay the money demanded by the blackmailers. At this juncture, a Mr. Adler, representing the Eureka Department Store, offers David $50,000 for "The Emporium." Before David can recover from his surprise, Adler increases his offer to $75,000, and promises in addition, to appoint David as manager of his chain of stores. The deal is closed and David appoints his father his assistant. David explains a few things to Katherine and all ends happily.

E

IN 241 SIMS PRINT

PARAMOUNT PICTURES

"A NINE O'CLOCK TOWN"

A story of New Starring Vehicle Deals With the Fortunes of a Clerk in Country Dry Goods Emporium who Makes Good

"NINE O'CLOCK TOWN"

THE CAST

Mr. Manger	Charles Ray
Emporium"	
Who loves David	Jane Novak
David's Father	Otis Hoffman
David's Mother	Gertrude Claire
	Catherine Young
	Dorcas Mathews

THE STORY

[illegible] of Littleton [illegible] "Emporium" a [illegible] by John [illegible] whose [illegible] old Clay, is [illegible] prosperous [illegible] [illegible] the town [illegible] [illegible] that [illegible] [illegible] Little town and [illegible] disgusted. [illegible] New York [illegible] [illegible] of his mother.

New York David obtains [illegible] employment at [illegible] department store. He telegraphs the good [illegible] to Littleton and assures her that he [illegible] that his father did not [illegible] things as he [illegible] "Emporium" is [illegible] the stocks of dis[illegible] [illegible] [illegible] of a man [illegible] and [illegible] [illegible] how he can induce [illegible] [illegible] [illegible] and assume the [illegible] of the "Emporium" without [illegible] [illegible] of his own principles.

[illegible] is that David is only a clerk who [illegible] of a woman known as "The [illegible] [illegible] [illegible] where [illegible] [illegible] and other valuables [illegible] [illegible] quite late the [illegible] disturbed by the [illegible]

[illegible] Department [illegible] [illegible] [illegible]

PRESS REVIEW

To be Sent to the Newspapers Immediately After the first Display of "A Nine O'Clock Town"

A Paramount Picture

CHARLES RAY HAS FINE ROLE IN NEW PHOTOPLAY "A NINE O'CLOCK TOWN"

Popular Paramount Star is Cordially Welcomed in New Vehicle Which Scores Great Popular Success

FOR genuine wholesome comedy, pep and vinegar, "A Nine o'Clock Town," starring Charles Ray, which was presented at the ——— theatre yesterday, proved itself one of the best photoplays shown at that popular playhouse in many months. While in a sense it is a burlesque on the business methods of the small town merchant, it shows what may happen when new life, and city ideas are infused into the business organization.

Victor L. Schertzinger, who directs nearly all of Ray's Paramount pictures, which are produced by Thomas H. Ince, wrote the photoplay himself and if it is his first attempt he has assuredly covered himself with glory. The audience laughed till the tears rolled down its collective cheeks and applauded the characters as if they had actually been present instead of being merely there, as it were, in spirit.

Pretty Jane Novak is the leading woman. She is "all to the good." Dorcas Matthews is a beautiful corset model and Catherine Young a wicked vampire. Otto Hoffman, and Gertrude Claire are excellent in elderly roles. Here's the story in a nutshell:

David Clary has a row with his father just before the opening of the "Emporium" in the home town and goes to the city for a job, leaving Katherine, who loves him, much downcast. The "Emporium" doesn't thrive as it should as Pa Clary isn't much shucks as a business man. Finally he asks his son to come back and run the thing—if only into the ground.

David has been working, but has lost his job and also his watch, which has been stolen by a vampire with whom he has spent a most unpleasant evening, a lamb among wolves. So he welcomes the chance, but pretends that he doesn't. He starts things with a bang and all goes well till the model arrives. She is the cynosure of all eyes.

Then the vampire—the dame—appears on the scene and tells David if he will come to her room she will return his watch, which she says she has been keeping for him. He goes and the old badger game is worked by the woman and her male confederate. David must raise $5,000 or the world shall learn of his perfidy.

At the last moment the model recognizes the man in the game as her own rescally husband and David is rescued and left to marry his Katherine in peace, not, however, till he has sold the business for $75,000, got a job as manager and hired his father as his assistant.

The comedy element is amazingly funny. The types of small town characters, occasionally exaggerated, always well acted, are a joy forever. Ray is thoroughly at home in his role. It is a great picture for these days heavy with the weight of the world tragedy—a picture to make one forget sorrow and laugh with genuine satisfaction.

HAS FINE
E II NEW PHOTOPLAY
"A NINE O'CLOCK TOWN"

Paramount Star is Jordally Well Housed in a New Vehicle "Nick Scott's Great" Popular Success

[illegible]ine wholesome comedy, pep and [illegible]r, "A Nine O'Clock Town," starring [illegible]y, which was presented at the [illegible]ate Jay, proved itself one of the best [illegible] bo[illegible]at that popular playwright in [illegible] w[illegible]ve in a sense it is a burlesque [illegible] a methods of the small town mer[illegible]rows what may happen when new [illegible]y ideas are injected into the business [illegible]

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EXHIBITOR'S ACCESSORIES

FOR THE EXPLOITATION OF

"A NINE O'CLOCK TOWN"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two Three-Sheets
One Six-sheets
1 Star Stock, 24 sheet

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photos of star
24 Sheet Stand

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star

Five one-column
Three two-column
Two three-column

Series of Advertising layouts:

Mats

Slides

Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

WRITE TO THE

Department of Advertising and Publicity Famous Players-Lasky Corporation

485 FIFTH AVENUE, NEW YORK

MOTION PICTURE DIRECTORY

PICTURES THAT ARE PLAYING TO-DAY

VEST SIDE
h St. to 42d St.

THEATRE EIGHTH AVE. AT 40TH ST.
er—The Beast of Berlin"

S E A EIGHTH AVENUE AT 25TH STREET.
Secret," with ELLA HALL.
nts "THE OTHER WOMAN."

OPERA HOUSE 8th Ave. & 23d St.
er—The Beast of Berlin"
ATHE NEWS COMEDY
VAUDEVILLE

MES 8TH AVE. AT 42D ST.
Continuous 1 to 11.
UM in "ROUGH & READY."
Eve., 15c, including war tax.

G E Eighth Ave. & 16th St.
Cont. 12 Noon to 11 P.M.
BRADY in "THE TRAP."
THE WOMAN IN THE WEB."

VEST SIDE
St. to 86th St.

TH BROADWAY AND
T THEATRE 77TH STREET
kawa. "Honor of His House."
in "Riders of the Night."

EATRE 8TH AVENUE AT 44TH STREET
RDEN, "The Splendid Sinner"

VEST SIDE
n St. to 125th St.

BROADWAY AT 89TH ST.
SESSUE HAYAKAWA in
"THE HONOR OF HIS HOUSE"
VIOLA DANA in
"RIDERS OF THE NIGHT"

AN 16 Cathedral Parkway.
2 to 11 P. M.
VET, in "Lest We Forget"

116th St. & 5th Ave.

Now! Thos. H. Ince *presents* Now!

Charles Ray

in "A Nine O'Clock Town"

A Paramount Picture

BELOW 14TH

NEW STAND EAST BE
& MARK
Mrs. Vernon Castle, "Hillcrest Mystery
"His Old-Fashioned Dad" & Alice

ORPHEUM 126 Secon
FRANK KEENAN in "LOAI
4th Epis. "THE WOMAN IN

ST. MARKS 133 Sec
CARLYLE BLACKWELL in
OUT." "THE EAGLE'S

WINDSOR THEATRE 41
GAIL KANE in "THE LA
Episode 16 "THE MYSTE

M. & S. Theat

AMERICAN MOVIES
Francis X. Bushman & B
in "With Neatness and

M. & S. 6-8 De
J. Warren Kerrigan in "T
Card." 8th Epis. "The

NEW 14th ST. 14TH
SE
"TARZAN OF THE
The Wonder Play of

ODEON 58-62 Clin
DOROTHY DALTON in "I
Mack Sennett Comedy, "It Pa

PALACE 133 Es
Pauline Frederick, 'Mrs. D
5th Epis. "The Woman

SUNSHINE 141 E.
Edith Storey, 'Treasure

WACO 118 Riv
Elsie Ferguson, "The Sc

STAPLETON

RICHMOND THE
CARMEL MYERS in "The M
CHARLIE CHAPLIN in "A

"THE HOUSE OF HATE."
NINGSIDE 8th Avenue at 116th Street.
nston Forbes-Robertson
asks and Faces."
EST 59th & Columbus Ave.
Cont. 11.30 to 11 P. M.
NNETT in "THE KEY TO
USNESS." Toto Comedy.

onderland THIRD AVENUE AT 152D STREET.
hillips in "The Risky Road"
COMEDY 3754 3d Ave.
LIAFERRO, 'The Three of Us'
STORY COMEDY
Westchester Av. & 161st St.
ANCE TALMADGE
THE STUDIO GIRL"
TH CLIFFORD
E GUILT OF SILENCE"
IEATRE, 4048 Third Av.
iscale in "Madame Who?"
RESCENT 168TH STREET & BOSTON ROAD
APLIN in 'Chase Me, Charlie'
LOVE in "The Cross Bearer"

y Heights Section
LBANY ST. JOHN'S PL. & ALBANY AVE.
iscale in "Within the Cup"
A, 1368 St. John's Pl.
SON, "Social Hypocrites"

edford Section
RIUM 1298 Fulton Street.
Continuous 1 to 11 P.M.
AM FARNUM
IN
MISERABLES"
MA, 718 Nostrand Ave.
OMAS. "Betty Takes a Hand"

HOBOKEN
STRAND Washing
STRAND PLAY
IN
"BROADWAY JO

YONKERS, N
HAMILTON in WM. S "THE
"A SON OF DEMOCR
ORPHEUM KITTY in "THE PU
Tmw—MAE MARSH in "Field

ROCKAWAY B
NEW THEATRE HAMMER ROCKAW
OLGA PETROVA in "T WITHI

FAR ROCKA
COLUMB
MAE MARSH, 'The Face

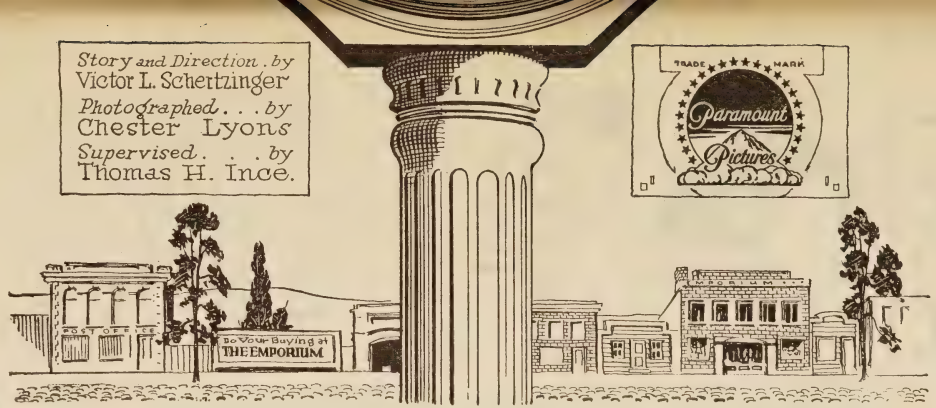
Stuyvesant Heights
COLONIAL BROAD ROCKA
BILIE BURKE in "Eve's

DECATUR Broadwa Cont. 1.3
"The Kaiser—The Beast

HALSEY THEATRE Hal Con
Henry B. Walthall in "Humid
USUAL VAUDEVILL

IMPERIAL THEA. Halsey & Cont. 1.3
Margery Wilson in "Flames

Ridgewood Secti



HE'S a midnight devil in a nine o'clock town. He tries to "sell" his folks the ideas he formed in "the big town." He'll have you wishing him luck when he tried to resurrect the local "Emporium;" he'll thrill you to the marrow when he wiggles out of the blackmailer's frame-up and he'll have you rocking with joy when he puts over the "big wallop." It's SOME PICTURE.

PARAMOUNT THEATRE

UP AND DOWN BROADWAY

In and Out of the Film Studios

In reply to a question by Senator Norris, the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

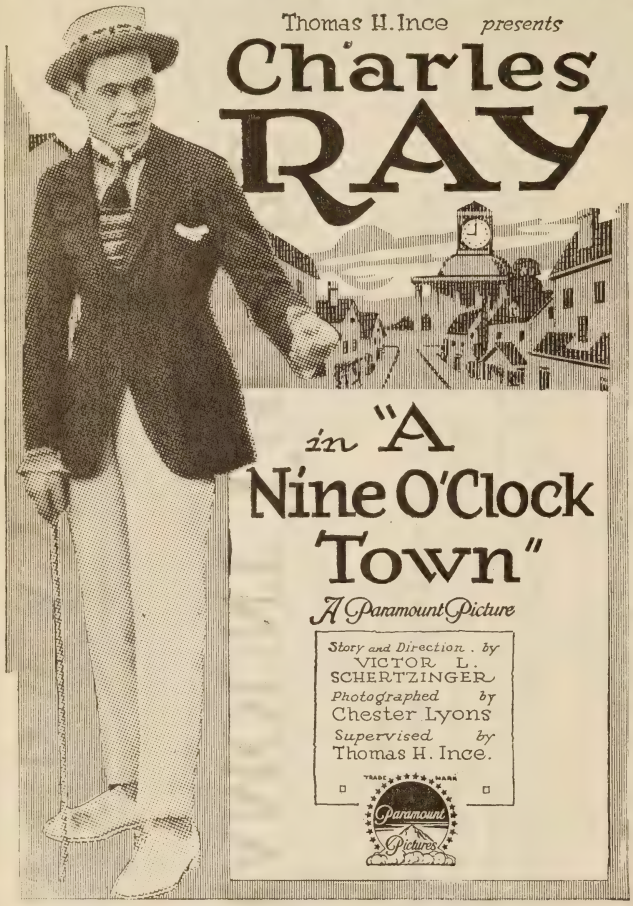
The child was placed in care of Mrs. Meyer.

pellers. One of the propeller blades was found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

Thursday to Sunday

Thomas H. Ince *presents*

Charles RAY



in "A Nine O'Clock Town"

A Paramount Picture

Story and Direction by VICTOR L. SCHERTZINGER
Photographed by Chester Lyons
Supervised by Thomas H. Ince.

TRADE MARK Paramount Pictures

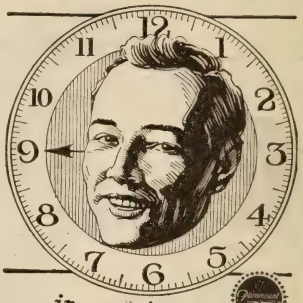
YOU'LL get right up on your hind legs and root for Charles Ray through each foot of this film. He brings "big-city ideas" to a "one horse town," lays low the plans of the scheming "vampire" and—as the Englishman would say, "My word! He's a corker!"

PARAMOUNT -- THEATRE --

Thurs. to Sun.

Thomas H. Ince Presents

Charles RAY



in "A Nine O'Clock Town"

Story and direction by Victor L. Schertzinger
Photographed by Chester Lyons, Supervised by Thomas H. Ince.

A Paramount Picture

HE was only a ribbon clerk but he told them he had managed Gimbel Brother's store in New York. They believed him and told him to "go to it" at the local "Emporium" He did—but the boy was GOOD. When he got through he made them wish they were all "midnight devils in a nine o'clock town."

Paramount - Theatre -

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Prior to and During the Display of "A Nine O'Clock Town," A Paramount Picture

SPARKLING HUMOR IN CHARLES RAY'S NEW PHOTOPLAY

World Laughes With You When You Follow Story of "A Nine O'Clock Town"

LAUGH and the world laughs with you. This is a saying old as the hills, but it is applicable to "A Nine O'Clock Town," the latest Paramount picture starring Charles Ray, which is to be shown at the ——— theatre next ———. This is a comedy drama of unusual merit and is said to be one of the finest turned out by the Thomas H. Ince producing staff in many months.

The story deals with a young man who is the son of a merchant in an inland city. He has advanced ideas regarding the management of the "Emporium" which do not meet with the approval of his father, and the result is a disagreement. The young man goes to New York, meets with sundry adventures and loses his position just as his father wires him to come home and look after the store.

He readily complies with this command and the "Emporium" is transformed. He employs a corset model and things really happen after that. He is threatened by a woman and her alleged husband who seek to blackmail him and is providentially saved from disgrace, though innocent of wrongdoing. There is comedy in every foot of the picture —comedy that will make you scream with laughter and thrill with anticipation as each new scene is unfolded on the screen.

Mr. Ray is finely supported, his leading woman being Jane Novak, dainty and charming. Dorcas Matthews appears as the corset model. Others in the support are Otto Hoffman, Gertrude Claire, and Catherine Young. The photography and direction are unusually fine.

CHARLES RAY IS MORE THAN MERE INCE "WONDER BOY"

Star of "A Nine O'Clock Town" is One of Most Capable of Screen Actors

CHARLES RAY, popular screen star in Paramount pictures, is widely known as Thomas H. Ince's "Wonder boy," but he is this and much more. Mr. Ray started his career from humble beginnings with a musical comedy show and under the masterly direction of Thomas H. Ince he became a screen star with startling rapidity.

Mr. Ray, who will be seen in his latest Paramount photoplay, "A Nine O'Clock Town," at the ——— theatre next ———, has interpreted young Americans in many Paramount pictures, with thoroughly convincing naturalness. He vests all scenes, in which he appears, with reality and he is so conscientious that he loses himself in every character he portrays and for the time being he is the person he is representing upon the screen.

In "A Nine O'Clock Town" Mr. Ray is the young manager of a large store in a little country town, who applies modern business methods to the management of this concern, with remarkable success. He has his troubles for a time, and leaves home to seek his fortune elsewhere, and soon makes the discovery that his little own home town is after all the place for him.

The picture is filled with comedy and each scene as it is unfolded awakens thrills of anticipation in this picture. He is finely supported by Jane Novak, a prominent leading woman of the Ince staff, who has a strong characterization. Others in the cast include Otto Hoffman and Dorcas Matthews, two highly capable players.

The picture was written and directed by Victor L. Schertzinger, and is, in every respect, one of the best in which Mr. Ray has appeared under Ince-Paramount auspices in many months.

HERE'S A PICTURE FOR THOSE REARED IN COUNTRY TOWNS

Charles Ray's New Vehicle "A Nine O'Clock Town" Has Many Laughs and Thrills

TO all city folk who were reared in country towns, "A Nine O'Clock Town," the new photoplay starring Mr. Ray, which will be seen at the —— theatre next——, will have an exceptional appeal.

There are many men and women of prominence throughout the country moving in exclusive social and big business circles of the larger cities, whose minds go back to the little town in which they were born, and who, amid the excitement of social and business life in the big cities of the country, think of the 9 o'clock villages where they were reared, and where curfew rang at sundown. Many business men throughout the country gained the rudimentary knowledge of their business affairs in their own home town, and they have been the better and more successful for it.

In his latest photoplay, Charles Ray is pictured as a manager of an "emporium," who meets with many interesting adventures, and who, after staring failure in the face, finally achieves brilliant success. While the photoplay is essentially a comedy, it has an interesting love story, and all the thrills that attend the development of an appealing story. The picture was written and directed by Victor L. Schertzinger, and the supporting players, chief among whom are Jane Novak, Otto Hoffman, Dorcas Matthews, Gertrude Claire and Catherine Young, rank among the best of the Thomas H. Ince players.

The photography of "A Nine O'Clock Town" is one of its greatest charms, this being the work of Chester Lyons, one of the most capable photographers in the country. From every other standpoint also, the photoplay is one of exceptional merit and can be seen over and over again with profit and satisfaction.

EVER LIVE IN A NINE O'CLOCK TOWN?

Then You will Appreciate Humor in New Ray Photoplay

HAVE you ever lived in a town where curfew rang at nine o'clock and called you to the hay, however unwilling you were? Have you ever lived in Littletown when the streets were deserted and shades drawn as night fell? If you have, you will appreciate "A Nine O'Clock Town," the latest starring vehicle for Charles Ray, which will be shown at the ——— theatre next ———.

In this capital photoplay, filled with laughs and thrills, Mr. Ray appears as the manager of a Littletown dry goods "Emporium" into the management of which he is seeking to interject metropolitan ideas, and thereby causes a commotion. He employs a corset model and then the trouble begins. Just what happened after that, it would be unfair to reveal in advance of the presentation of the picture.

Mr. Ray is finely supported by many competent screen players, chief among them being Jane Novak, Otto Hoffman and Dorcas Matthews. The story was written by Victor L. Schertzinger and he also directed the picture.

A Capable Actor

OTTO HOFFMAN, who plays an elderly part in Charles Ray's new Ince picture, "A Nine O'Clock Town," which will be shown at the ——— theatre next ———, is a sterling character man with a long list of screen creations to his credit. His role in this picture is that of a crusty old merchant in a small town and he gets a lot out of it.

IS CORSET MODEL IN COUNTRY STORE

Dorcas Matthews has Fine Role in "A Nine O'Clock Town"

DORCAS MATTHEWS, a charming Thomas H. Ince actress, who has been seen in many picture successes, appears as a corset model in support of Charles Ray in "A Nine O'clock Town," his latest Paramount starring vehicle, which will be presented at the —— theatre next ——. The role is an excellent one of which Miss Matthews makes the most, and it provides many laughs for the spectators.

David Clary, the part assumed by Mr. Ray, is manager of the "Emporium," at Littletown and in an effort to revive business, he employs a corset model from New York. When Miss Matthews appears, she creates a sensation and even the members of the brass band cease playing in their efforts to get a glimpse of the model. What happened after that is revealed in a series of thrilling scenes.

The picture was written and directed by Victor L. Schertzinger and Mr. Ray's support is the best that the Thomas H. Ince producing staff affords.

Jane Novak is Popular

JANE NOVAK, pretty, sweet, dainty and demure—is the leading woman for Charles Ray in "A Nine O'Clock Town," his latest Paramount picture from the Ince studio, which will be shown at the ——— theatre next ———. Miss Novak is ideal in girlish roles, for she has youth, beauty and talent. She has been leading woman for William S. Hart as well as Mr. Ray, and has invariably proved her ability to be genuine. She supported Mr. Ray in "The Claws of the Hun" and Mr. Hart in "Selfish Yates," and other photoplays.

SHOWS HOW TO RUN TOWN "EMPORIUM"

Charles Ray Has Unusual Role in "A Nine O'Clock Town"

METHODS in a small town store and a city emporium may be consolidated satisfactorily if you know how to do it. At least that's the idea one forms after witnessing "A Nine O'Clock Town" at the ——— Theatre this week. Charles Ray is star; it is a Paramount picture and was produced by Thomas H. Ince, all of which vouches for its excellence.

The manner in which Mr. Ray, in the character of a young man who has ideas of his own, instills new life into the big store of the small town is one of the funniest ideas that has been introduced into a motion picture in many months. Victor L. Schertzinger wrote and directed the production. Jane Novak is the leading woman. It is said to be a sure cure for the blues.

Odd Characters Here

EVERY small town has its odd characters and it would seem that at least a dozen such villages had been combed to obtain the extra people who appear in "A Nine O'Clock Town," Charles Ray's new Paramount starring vehicle which comes to the ——— Theatre on ———. This is a Thomas H. Ince picture and it is said to be a laugh from beginning to end. The doings in a village emporium and what happens when city methods are introduced, including a corset model, are said to be most humorous.

A Picture with "Pep"

ONE thing is certain—it has been many moons since a picture with more "pep" and genuine wholesome comedy has been seen in ——— than "A Nine O'Clock Town," now being shown at the ——— Theatre with Charles Ray in the star part.

An Enjoyable Picture

LAUGHTER is a desirable thing in these days and that is what will be inspired by a visit to the —— Theatre next —— when Charles Ray appears in "A Nine O'Clock Town." This Paramount picture, from the Ince studios, is said to be the funniest offering that has been issued in weeks.

Splendid Photography

CHESTER LYONS, is responsible for the splendid photography in "A Nine O'Clock Town," in which Charles Ray is appearing at the ——— Theatre this week. It is an Ince production, written and directed by Victor L. Schertzinger.

MAIL CAMPAIGN

Letter Suggested for the Exploitation of "A Nine O'clock Town"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:--

The countless admirers of Charles Ray, the popular Thomas H. Ince star in Paramount pictures, will be pleased to learn that he is to appear in "A Nine O'Clock Town," his latest starring vehicle, at our theatre on....next.

Mr. Ray is one of the most talented and popular screen stars in this country and any photoplay in which he is starred, is bound to have immense value as an attraction. In "A Nine O'Clock Town," he has one of the finest pictures of his repertoire to date and this is saying a great deal.

The story of this splendid photoplay deals with the trials of the manager of a large store in an inland town, and it is filled with wholesome comedy, thrills and exceptional heart appeal. The picture is an excellent one in every respect and affords Mr. Ray ample opportunities for the display of those talents which have placed him in the foremost rank of American cinema stars.

We cannot recommend this photoplay too highly to our patrons, and we are sure that you and the members of your family will find it to be all we predict it will be. We advise you to come early if you desire the best seats, as the demand is constantly on the increase.

Yours sincerely,

_____
Manager.

If Letter will not serve, use one of the Post Cards on opposite page

MAIL CAMPAIGN

Post Cards Suggested for the Exploitation of "A Nine O'Clock Town"

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We beg to announce that Charles Ray, the popular Thomas H. Ince star in Paramount pictures, will be seen in his newest photoplay, "A Nine O'Clock Town" at our theatre next..... This is an excellent picture, filled with laughs, thrills and heart appeal and will interest you greatly.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

Charles Ray, the popular Ince-Paramount star, one of the foremost of American screen players, will appear in his latest Paramount photoplay, "A Nine O'Clock Town" at our playhouse on.....next. This is in many respects one of the best pictures of the Ray repertoire and you should not miss it.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

This is to remind you that "A Nine O'Clock Town," the newest Ince-Paramount photoplay starring the ever popular Charles Ray, will be displayed at our theatre today. The popularity of Mr. Ray and the excellence of this photoplay are factors which will make this attraction one of unusual interest to our clientele.

Yours sincerely,

Manager _____

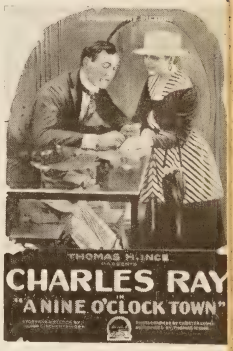
Exhibitors will be wise to mail at least one of these Postals to their patron

ADVERTISING POSTERS AND SLIDE
FOR
"A NINE O'CLOCK TOWN"

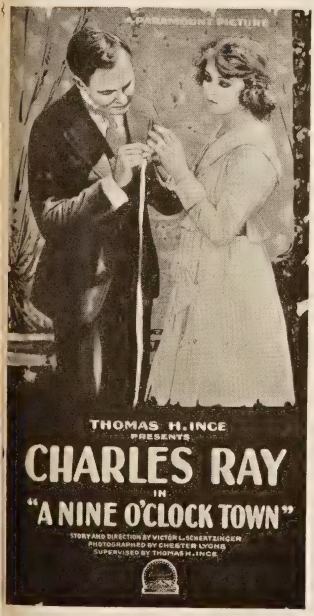
Always obtainable at your Exchange

One Sheet

SLIDE

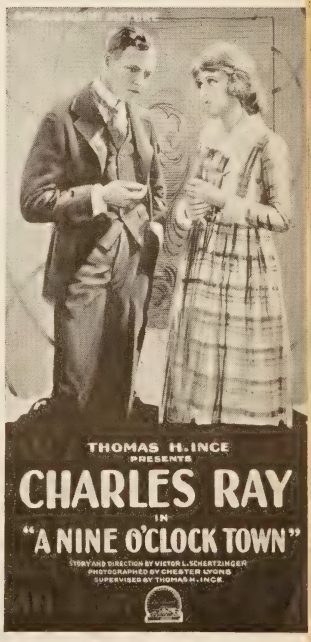


One Sheet



Three Sheet

Six Sheet



Three Sheet

COVER YOUR TOWN WITH THIS PAPER AND YOU WILL FILL EVERY SEAT AT EVERY PERFORMANCE

Current Paramount and Artcraft Pictures in the Order of Their Release

SESSUE HAYAKAWA.... .....“THE HONOR OF HIS HOUSE”
JACK PICKFORD..... “HIS MAJESTY, BUNKER BEAN”
WALLACE REID..... .. ..“THE HOUSE OF SILENCE”
MARGUERITE CLARK..... .....“PRUNELLA”
VIVIAN MARTIN..... .....“UNCLAIMED GOODS”
MARGUERITE CLARK ....“RICH MAN, POOR MAN”
CHARLES RAY..... .....“PLAYING THE GAME”
BILLIE BURKE..... .. ..“LET’S GET A DIVORCE”
DOROTHY DALTON..... ....“TYRANT FEAR”
WALLACE REID..... ....“BELIEVE ME, XANTIPPE”
PAULINE FREDERICK.....“RESURRECTION”
ENID BENNETT.....“THE BIGGEST SHOW ON EARTH”
JACK PICKFORD.....“MILE-A-MINUTE KENDALL”
SESSUE HAYAKAWA.....“THE WHITE MAN’S LAW”
DOROTHY DALTON.....“THE MATING OF MARCELLA”
CHARLES RAY..... .....“HIS OWN HOME TOWN”

WM. S. HART..... .....“THE TIGER MAN”
ELSIE FERGUSON..... .....“THE LIE”
DOUGLAS FAIRBANKS .....“MR. FIX-IT”
MARY PICKFORD..... .....“M’LISS”
WM. S. HART..... ..... “SELFISH YATES”
CECIL B. DE MILLE’S.....“OLD WIVES FOR NEW”

FAMOUS PLAYERS-LASKY CORPORATION

INTER-OFFICE COMMUNICATION

To

Date_____

Wallace Reid

CAST

LIEUTENANT IVO KEMPER	WALLACE REID
NATHALIA	DOROTHEA ABRIL
SOPHIA, HER SISTER	GERTRUDE SHORT
KEMPER	C. H. GELDERT
VANVOYD	GUY OLIVER
EUNICE	CAMILLE ANKEWICH
BOYADI	NOAH BEERY
RAGNOR	GEORGE L. SPAULDING
MARIENKA	LILLIAN LEIGHTON
PAUL	LUCIEN LITTLEFIELD

Director.....Robert Thornby

Paramount Pictures

Press-Book

and Exhibitors' Aids

JESSE L. LASKY Presents

Wallace Reid

in

"The Hostage"

by Beulah Marie Dix

Directed by Robert Thornby

A Paramount Picture

Paramount Pictures Corporation
FOUR EIGHTY-FIVE FIFTH AVENUE at FORTY-FIRST ST.
NEW YORK
Controlled by FAMOUS PLAYERS-LASKY CORPORATION

This he cannot bring himself to do, so he finds himself the next morning a prisoner at the hands of the outraged Mountaineers who are furious at the treachery of his people. Moreover. he

SYNOPSIS

Brigadier Kemper, at the head of a division of Lowlanders, has invaded the peaceful country of the Mountaineers. Caught in a bad position, he is forced to give his only son, Lieutenant Ivo Kemper, as hostage for the good conduct of the invaders on their retreat.

The Brigadier means to violate the truce, so he persuades his son to carry a dirk concealed on his person and warns him to be prepared, on a given night, to make good his escape from the Mountaineers.

Turned over to the custody of Boyadi, one of the Mountainer leaders, Lieutenant Kemper is prepared for mistreatment at the hands of those whom he looks upon as savages. Instead of that, however, he finds Boyadi all that is considerate and kindly, and after some preliminary skirmishing, he becomes much interested in Boyadi's daughter, the beautiful Nathalia.

The night appointed for his escape comes speedily, but Lieutenant Kemper realizes, to his horror, that he can escape only by killing Boyadi.

Lieutenant Kemper is not only freed by this peace movement, but becomes a kind of hero to the very people who had been about to spill his blood. He returns in triumph to the waiting Nathalia to whom each moment since his departure had been agonies of torture, and the two are made happy at last.

Whatever promotional ideas or suggestions you use or have, write Chas. E. Moyer, Paramount, 485 Fifth Avenue, New York City, about them. We are interested in *you*

WHAT YOU WANT TO KNOW ABOUT "THE HOSTAGE"

YOU ARE LOOKING FOR A PICTURE THAT WILL BRING HOME THE BACON. Well, here it is. It is the first picture of the series in which Wallace Reid will star and it is a wonder.

ACTION IS THE FIRST REQUIREMENT OF A PICTURE. There never was five reels made that contains as much action as this production, and, besides, there has been injected into it a wonderful love story, with plenty of exciting suspense and the ever lovable ultimate justification. All four requisites for a knock-out picture are contained in this picture.

WALLACE REID IS THE MALE STAR STANDARD by which all other male stars are judged, and the universal criticism is that no man on the screen is or ever has been as popular as Mr. Reid. He attains heights in this picture that have never before been reached by any star.

SUCCESS HAS MARKED HIS EVERY PICTURE. He started at the age of four on the stage and has made a success of every part he ever played. He has been with Griffith and Lasky forces for years, and as a person of varied accomplishments he has few equals.

HIS PAST SUCCESSES FOR PARAMOUNT WERE "The Golden Chance," "The Love Mask," "The Selfish Woman," "The House of the Golden Windows," "The Yellow Pawn," "The Golden Fetter," "The Prison Without Walls," and "The Squaw Man's Son."

HE WAS LEADING MAN with Geraldine Farrar in "Joan, The Woman," the greatest spectacle ever produced.

BEULAH MARIE DIX WROTE THIS story especially for Mr. Reid and has given him work to do in it that taxes his greatest accomplishments. The story is one that will fascinate all types of people.

LOOK OVER THE ACCESSORIES

Paper
- Two one-sheets
- Two three-sheets
- Two six-sheets

Photos
- Ten 8 x 10 black and white
- Eight 11 x 14 colored gelatin
- Two 22 x 28 colored gelatin
- 8 x 10 star photos

Cuts and Mats on Production
- Five one-column
- Three two-column
- Two three-column

Stock Cuts and Mats of Star
- Five one-column
- Three two-column
- Two three-column

Rotogravure One-sheet

Series of Ad Layouts with Mats

Press Book with Many Suggestions

Slides

Music Cues

SURROUNDING MR. REID IN THIS PICTURE is a cast of very excellent players included, in which are C. H. Geldert, Dorothea Abril, Guy Oliver, Noah Berry, Camille Ankewich, Gertrude Short, George L. Spaulding, Lillian Leighton, and others.

LOOK OVER THE WONDERFUL ARRAY OF ACCESSORIES WE GIVE YOU for the promotion of this picture. There are very few productions that can be put across as big as this one, if these are used in large quantities and in the form for which they are designed.

CONTENTS

1. Cover page
2. Sales talk and accessories
3. Post-card and letter suggestions
4. Promotional suggestions
5. Biographical sketch
6. Stock cuts and mats of star
7. Ad layouts with mats
8. Ad layouts with mats
9. Ad layouts with mats
10. Ad layouts with mats
11. Lithographs and slide
12. Production cuts and mats
13. Advance publicity
14. Advance publicity
15. Advance publicity
16. Advance publicity
17. Advance publicity
18. Cast and synopsis
19. Synopsis continued

PICTURE THAT WILL BRING HOME THE

picture of the series in which Wallace Reid

FIRST FULL REMEDY OF PICTURE. There never was ..... as much action as this production, and, besides, there has ..... a more real love story, with plenty of exciting suspense and the thrilling justification. All four requisites for a knock out picture are contained in this picture.

PLACE REID IS THE MALE STAR ASSOARD by which all other male stars are measured. ... the universal criticism is that no man on the screen is ... ever has shown as Mr. Reid. He at his height in this picture that have never before been seen in any star.

MISS HAS MARKED HIS EVERY PICTURE. He started at the age of ... the stage and has made a success of every part he ever played. He has been with Lasky forces for years, and as a p... s w al varied accounts, lifted up to the lead.

SUCCESSES FOR PARAMOUNT WERE "The Golden Chance," "The Selfish Woman," "The House of the Golden Windows," "The Law Man," "The Golden Fetter," "The Prison Without Walls," and "[illegible]."

LEADING MAN with Geraldine Farrar in "Joan, The Woman." The most ever produced.

MARIE E. K. WROTE THIS story especially for ... Reid and has to do in it ... takes his greatest accomplishments. The story is one ... all types of people.

SURE ... WINNING MARRIED IN ... IS PICTURE. THERE is a ... of every excellent players included, in which are C. H. Geldert, ... others A. H. City Pulver, Noah Beery, Camille Ankowich, Gerard Sherry, George L. Spaulding, William ... elghton, and others.

LOOK OVER THE WONDERFUL ARRAY OF ACCESSORIES WE SUPPLY YOU for the promotion of this picture. ... are very few pro... that can be put ... big as this one. ... used in the ... the form

"OUTFITS"

Cover page

1. Sales pitch and accessories
2. Post-card and letter suggestions
3. Promotional suggestions
4. Biographical sheets
5. Stock cuts and map of Texas
6. Ad layouts with cuts
7. Ad layouts with mats
8. Ad layouts with mats
9. Ad layouts with mats
10. Lithographs
11. Lithographs
12. Production cuts and mats
13. Advance publicity
14. Advance publicity
15. Advance publicity
16. Advance publicity
17. Advance publicity
18. Cast and synopsis
19. Synopsis continued

POST-CARD AND LETTER SUGGESTIONS ON "THE HOSTAGE"

Play Written for "Wally" Reid

Beulah Marie Dix has just written a new play around the personality of Wallace Reid. It has a plot chuck full of action, replete with tense and dramatic situations, and, best of all, it—it has a REAL love story. With all these elements, you will surely want to see "THE HOSTAGE," a Paramount Picture, when it is shown at the ..... Theatre next week.

Box "R"—Paramount West Coast Studios

To the average person this cryptic heading may mean nothing at all without some explanation. The answer is that handsome "Wally" Reid gets his mail from this box. And it is "some" mail. He gets more letters in a day than the firm does, and that's going strong. But it does not turn his head. He is just the same natural and lovable chap in "THE HOSTAGE," a Paramount Picture, as he has been in all of his other pictures. We are sure you will enjoy this play during its run, starting .....

Cordially yours,

..... Theatre.

LETTER FOR ADVANCE MAILING

Dear Madam:

When Love and Loyalty clash, then comes the real test of a man's worth. Very few men or women are put to such a test in the course of every-day life, but the soldier who fights for his country and is captured by the enemy is sometimes also captivated by one of the enemy's daughters.

Such a situation arises when Brigadier Kemper of the Lowlanders is trapped by the Mountaineers and he is forced to surrender his son, Lieutenant Kemper (WALLACE REID) as a hostage for his troops' good behavior during their retreat. Following closely on this incident, he meets Nathalia, daughter of one of the mountain chiefs, and falls a victim to her charms.

Following this point in the story the plot develops rapidly and the complications arising allow Mr. Reid a wide latitude for the portrayal of his emotions. This he does in his usual capable manner and, if anything, surpasses his previous efforts. The crucial test comes, however, when his countrymen again attack the Mountaineers and he, as "THE HOSTAGE," is about to be put to death. Then comes the struggle between his loyalty to his own people and his desire to live for his sweetheart's sake.

If we tell you too much of the detail, it may interfere with your enjoyment of the play when you see it. You know we are going to show the picture for ..... days, beginning ....., and we hope to have the pleasure of seeing you then.

The ..... Theatre has always in mind your comfort and the meeting of your wishes whenever possible. We therefore will always be pleased to have you comment to the management about anything which pleases you or otherwise. It is our pleasure to serve you faithfully and well.

Cordially yours,

.....Theatre.

..... Manager.

CAR CARDS AND NEWSPAPER ADVERTISEMENTS

"WALLY" REID IN A NEW ROLE

Your favorite leading man whom you admired so much in "Carmen," "The Golden Chance," and many other Paramount Pictures, is coming to the ..... Theatre next week in a new play. It is called "THE HOSTAGE," and was written to fit his personality by Beulah Marie Dix.

LIKE FATHER, LIKE SON

Wallace Reid, the well known and universally beloved photoplay star, is the son of Hal Reid, the writer of melodramatic fiction. Like his father, "Wally" is also a writer as well as an actor, but seems to enjoy the latter vocation better. He is the star of the newest Paramount Picture, entitled "THE HOSTAGE," which is coming to the ..... Theatre, beginning .....

HELD BY THE ENEMY

In "The Hostage," a new paramount Picture coming to the ..... Theatre, the hero (Wallace Reid) is held by the enemy as a hostage for his countrymen's good behavior. Later he is enslaved—not by iron chains, but by a daughter of that same enemy. It is a thrilling story of plot and counter plot, love and intrigue, with the LOVE element supreme.

"LET GEORGE DO IT"

IDEAS OF THE OTHER FELLOW

The real question is not how much money you spend for advertising, but how you spend the money.

If you desire to do a bigger business during 1917 and 1918, and the years after—get some real help! No one man ever did all the work of building up a big enterprise himself. Big businesses and successes are headed by one man—a man with brains enough to get other men to work for him, bright men—men who know more than he does about the details—men who haven't yet figured out that success is relative and built on the success and efforts of others. That brings us to where is the most likely place to get smart men who will work for you at a minimum.

Make inquiry about the nearest and best advertising agency in your city—go to it—give them all the necessary information about your theatre—tell them how much money you can afford to spend—then leave the rest to them.

They have studied advertising just as your legal advisor has studied law—you wouldn't hire a lawyer and then do the work—then when you have a capable advertising man, let him alone.

He will guess at nothing. He will make every piece of copy, every layout, every mailing date, an effective point in sales strategy.

And best of all, this service costs you nothing. The newspapers pay from 10% to 15% commission on the space the agent sells for them, and that's why they come in on your proposition.

The bigger they build your business, the more space you will buy and the more commission for them—to say nothing of the increase in mail matter, size and style of program, etc., which of course you let them prepare, buy and supervise.

Be sure "George" wants to work for you, and then—"Let George do it."

WALLACE REID'S VARIED CAREER

Wallace Reid is the son of Hal Reid the noted writer of melodrama. He was born in St. Louis twenty-five years ago. Young Reid's first appearance on the stage was at the early age of four, when he played the role of a little girl in "Slaves of Gold."

The Reid family moved to New York when Wallace was ten years old and there he attended the public schools, later going to the New Jersey Military Academy at Freehold, N. J. In 1909 his family moved again, this time to Wyoming in the Big Basin district.

Next he appeared in vaudeville in "The Girl and the Ranger," a sketch by his father. It was at the close of that season that he entered the motion picture industry with which he remained for nine months, playing character leads and anything that came his way. It was during this time that he learned to operate a motion picture camera.

But, tiring of this varied work, he accepted a position on the editorial staff of the "Motor Magazine" and it as while acting in this capacity that he secured the motion picture rights to "The Confession" and sold it outright to a company with the provision that both he and his father should appear in the production.

For eleven months he continued with this company playing leads opposite Florence Turner and others. Later he went West, where he again acted as general all-around man with one of the smaller companies, directing, acting, setting up the camera or writing the scripts as the occasion required. Just before joining the Lasky forces he was with D. W. Griffith.

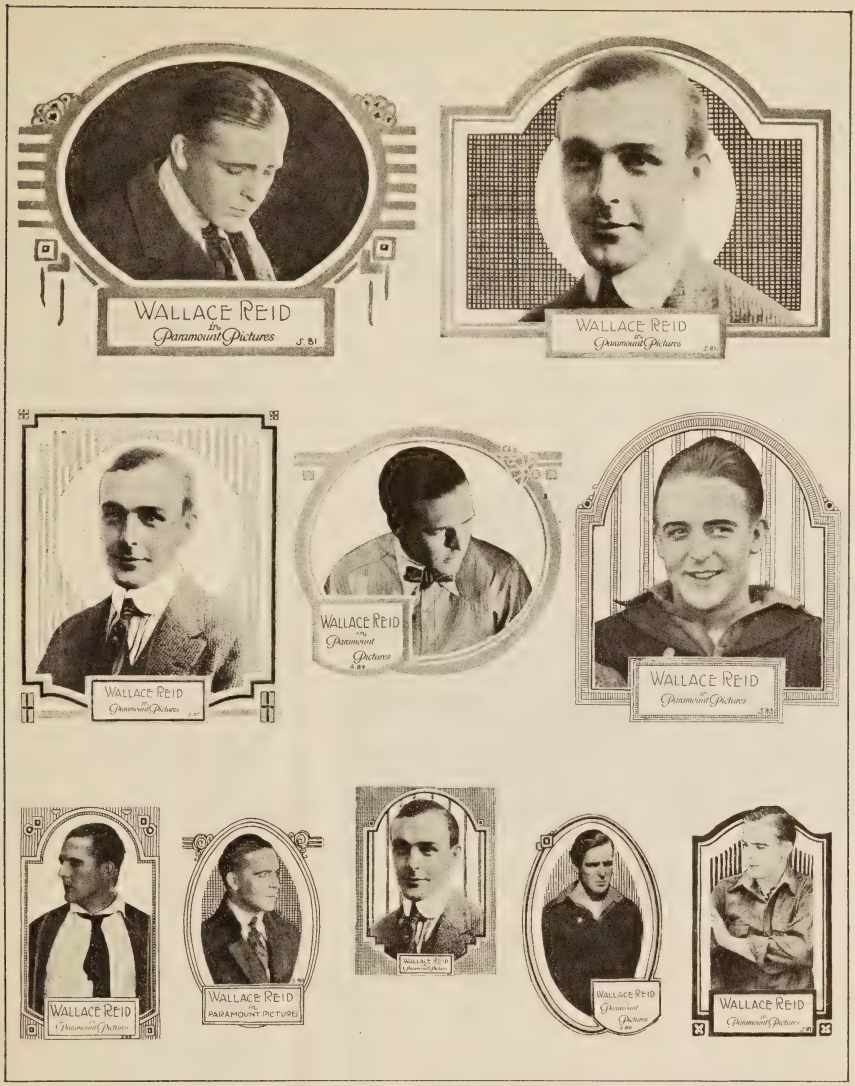
As a person of varied accomplishments, it is safe to say that Wallace Reid has no equal on the screen. He has done everything that scenario writers can think of--and some that he thought of himself--including falls, fights, dives and even a female impersonation with John Bunny in the early part of his screen career.

But it is since his entrance into Paramount Pictures that Wallace Reid has attained his greatest popularity. He has appeared in many of that company's pictures and has starred with Cleo Ridgley, Anita King, Myrtle Stedman and Geraldine Farrar. His Paramount Pictures in the order of their appearance are: "The Golden Chance," The Love Mask," "The Selfish Woman," "The House of the Golden Windows," "The Yellow Pawn," "The Golden Fetter," "The Prison Without Walls" and "The Squaw Man's Son."

While playing opposite Geraldine Farrar in the famous screen version of "Joan the Woman," Wallace Reid reached the pinnacle of success as the unsurpassed popularity of the production testifies. Mr. Reid's most recent Paramount production is "The Hostage" which will be shown on ..... at..... Theatre.

This biography with one of the star cuts or mats, which you can get from your exchange, will make an attractive article in your leading newspaper

Stock Star Cuts and Mats of Wallace Reid



ISSUED IN SETS OF TEN, CONSISTING OF:

Top row—Two three-column cuts and mats
Center row—Three two-column cuts and mats
Bottom row—Five one-column cuts and mats

ALWAYS OBTAINABLE AT YOUR EXCHANGE

Ask for them and use them

Advertising Cuts and Mats That Really Advertise

1. SINGLE COLUMN HALF-TONE.—This little cut will show wonderful results if well printed; but be sure that your printer's ink and paper are adapted to half-tone printing before you use it.
2. SINGLE COLUMN LINE CUT.—Here is a cut you can't go wrong on if you are after positive results at moderate cost. Of course, it isn't as true to life as a half-tone, but it is a good eye-catcher, and you won't have any trouble printing it.
3. DOUBLE COLUMN LINE CUT.—A line cut composed of solid blacks and whites will always print well. This double column line cut will draw the crowds as well as it prints.
4. DOUBLE COLUMN HALF-TONE.—In these days of shoddy inks and paper, hesitate before you use a half-tone. If your paper is well printed, however, this realistic cut will work wonders.
5. TRIPLE COLUMN LINE CUT.—Nobody can read your local paper in which this ad. appears and miss your advertisement.
6. TRIPLE COLUMN HALF-TONE.—If your printer is willing to go to a little extra trouble for you, or if his paper is always well printed, use this cut. It is so realistic and dominating it can't be missed.

Advertising should attract, create a desire for and *Sell.*
Paramount Cuts do all three

Wallace Reid in "The Hostage"

by Beulah Marie Dix

Directed by Robert Thornby

Paramount Pictures

A Paramount Picture

Wallace Reid, star of "A World Apart" and "The Golden Fetter," will appeal to you immensely in this thrilling story of military life "over there."

There's something doing every minute that'll stir your blood and make you glad you came.

OTHER ATTRATIONS or MUSICAL PROGRAMME

Next Week's Feature — Admission Prices

MANSION OPERA HOUSE

Publicity—a key to the public purse that never fails

If you can think of better copy, use it
All cuts are mortised for insertion of copy

Wallace Reid
in
"The Hostage"
A Paramount Picture

by Beulah Marie Dix
directed by Robert Thornby

Wallace Reid, star of "A World Apart" and "The Golden Fetter," will appeal to you immensely in this thrilling story of military life. You simply must not miss him.

Other Attractions

NEXT
FEATURE
ADMISSION

Royal Theatre

WALLACE REID
"in The Hostage"
by Beulah Marie Dix

Directed by
ROBERT THORNBY

How Would YOU Answer

the old, old question, "Love or duty?" You will like Wallace Reid in this thrilling drama of life "over there." He is so intensely human, so tenderly loving, yet so immovable when his duty is in question, that you'll hold your breath till the end.

OTHER ATTRACTIONS

Next week's feature *Admission Price*

Cumberland Theatre

Advertising, like electricity, is an indefinable force that is *felt* rather than understood

Write your own copy if you wish. It is not included in cut

Wallace Reid

in "The Hostage"

by Beulah Marie Dix

Directed by
Robert Thornby

A Paramount Picture

You be the Judge

See Wallace Reid, star of "A World Apart" and "The Golden Fetter," in this great thrilling drama of military life; answer with him the centuries-old question, "Love or Duty?"

You will look at the question through new eyes after you've seen this wonderfully fine picture and player, and you'll be glad you came.

Other Attractions OR Musical Programme

Next Week's Feature *Admission Price*

STANDARD THEATRE

Where advertisers meet, the sheriff has no place

Cover your town with this paper. You will fill every seat at every performance

ALWAYS OBTAINABLE AT YOUR EXCHANGE

SLIDE (Reduced)

Three-sheet

One-sheet

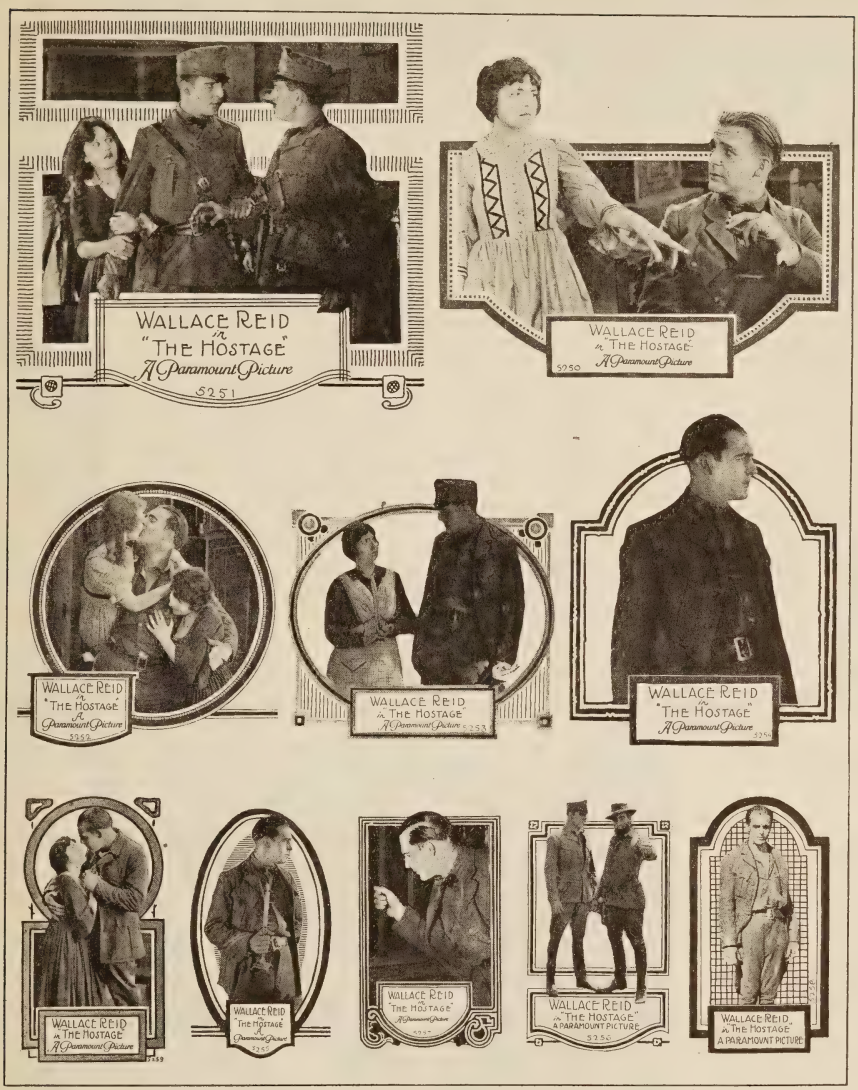
One-sheet

Three-sheet

Six-sheet

Six-sheet

Stock Production Cuts and Mats—"The Hostage"



ISSUED IN SETS OF TEN, CONSISTING OF:

Top row—Two three-column cuts and mats
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Bottom row—Five one-column cuts and mats

ALWAYS OBTAINABLE AT YOUR EXCHANGE

Wallace Reid

THE PLAYERS

HENRY DE SPAIN	WALLACE REID
Nan Morgan	Ann Little
Duke Morgan	Theodore Roberts
Gale Morgan	James Cruze
Sassoon	Charles Ogle
Logan	Raymond Hatton
Sandusky	Hart Hoxie
Bull Page	Guy Oliver
Scott	James P. Mason
Jeffries	Henry Woodward
Lefever	Ernest Joy
Nita	Alice Marc
McAlpin	Horace B. Carpenter

Press Book
and
Exhibitors' Aids

Jesse L. Lasky *presents*

Wallace Reid

in

"Nan of Music Mountain"

By Frank H. Spearman

Scenario by Beulah Marie Dix

Directed by George Melford

A Paramount Picture

Paramount Pictures

Paramount Pictures Corporation
FOUR-EIGHTY-FIVE FIFTH AVENUE FORTY-FIRST ST.
NEW YORK
Controlled by FAMOUS PLAYERS-LASKY CORPORATION

JUST WHAT YOU WANT TO KNOW ABOUT "NAN OF MUSIC MOUNTAIN"

THE STAR IS WALLACE REID, who will be remembered for his appearance with Geraldine Farrar in her most celebrated productions, such as "Carmen," "Joan the Woman," "The Woman God Forgot," and many others.

THE STORY IS BY FRANK H. SPEARMAN AND APPEARED IN "EVERYBODY'S MAGAZINE." Beulah Marie Dix arranged it for the screen.

THE DIRECTOR IS GEORGE H. MELFORD.

THE CAST INCLUDES: Ann Little, Theodore Roberts, James Cruze, Charles Ogle, Raymond Hatton, Horace B. Carpenter, Henry Woodward and other prominent players besides Wallace Reid himself.

These are the facts about the picture—but Paramount doesn't stop at that. WE ARE SPENDING A MILLION DOLLARS TO HELP YOU FILL YOUR HOUSE ON THIS PICTURE!

We are spending them for YOU in three hundred of the largest newspapers of the country, and we are spending them for YOU in the greatest magazines, such as THE SATURDAY EVENING POST, THE LADIES' HOME JOURNAL, THE COSMOPOLITAN, and numerous others. Our ads are also appearing in the "Fan" magazines and on great electric signs in all the large cities.

THIS MEANS THAT OUR ADVERTISEMENTS, WRITTEN BY EXPERTS, ARE READ AND SEEN BY OVER 60,000,000 PEOPLE AT A CONSERVATIVE ESTIMATE.

PERHAPS YOU ASK WHAT GOOD THIS WILL DO YOU AS AN INDIVIDUAL—AND YOUR PARTICULAR THEATRE. OUR ANSWER IS THIS:

In EVERY advertisement we have placed type reading: THREE WAYS TO KNOW WHERE TO SEE THE BEST PICTURES:

ACCESSORIES

(To be obtained from your Exchange)

Paper
- Two one-sheets
- Two three-sheets
- Two six-sheets

Photos
- Ten 8 x 10 black and white
- Eight 11 x 14 colored gelatine
- Two 22 x 29 colored gelatine
- 8 x 10 photos of star

Cuts and Mats on Production
- Five one-column
- Three two-column
- Two three-column

Stock cuts and Mats of Star
- Five one-column
- Three two-column
- Two three-column

Rotogravure

Series of Advertising Layouts: Mats

Press Book, with sales talk, card and letter announcements, suggestions for lobby and other displays.

Slides **Music Cues**

(1) By seeing the Paramount trademarks in the newspaper advertisements of your local theatre.

(2) By seeing the same trademarks on the front of the theatre or in the lobby.

(3) By seeing them flashed on the screen inside the theatre.

LINK UP—USE THE TRADE MARK—A NEW SUPPLY AT YOUR EXCHANGE!

CAST

Henry de Spain.....Wallace Reid
Nan Morgan.....Ann Little
Duke Morgan.....Theodore Roberts
Gale Morgan.....James Cruze
Sassoon.....Charles Ogle
Logan.....Raymond Hatton
Sandusky.....Hart Hoxie
Bull Page.....Guy Oliver
Scott.....James P. Mason
Jeffries.....Henry Woodward
Lefever.....Ernest Joy
Nita.....Alice Marc
McAlpin.....Horace B. Carpenter

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ADVERTISING SUGGESTIONS FOR "NAN OF MUSIC MOUNTAIN"

Post Card No. 1 (*to be sent out 9 days before showing of picture.*)

Dear Madam:

No doubt you will be glad to have your attention called to the fact that the photoplay "NAN OF MUSIC MOUNTAIN" will be shown at the ..... theatre on .....

The handsome Wallace Reid plays the "lead" and is supported by Ann Little, the winsome screen star.

Manager.

Post Card No. 2 (*to be sent out 6 days before showing.*

Dear Madam:

Just a word more about the photoplay "NAN OF MUSIC MOUNTAIN," which is coming to the ..... theatre. It was taken from Frank Spearman's story in EVERYBODY'S MAGAZINE and was arranged for the screen by Beulah Marie Dix. It is a story of western life featuring Wallace Reid, the popular star who has appeared with Geraldine Farrar in some of her wonderful photoplays.

The date of the showing is .....

Manager.

SUGGESTED LETTER

(*To be sent 3 days before showing.*)

Dear Madam:

When the photoplay "NAN OF MUSIC MOUNTAIN" was being screened, Frank Spearman, the author, was the guest of Wallace Reid and George Mulford (the Director), and watched the transformation of his brain child to screen form. He was delighted with the way it was being handled, and congratulated the director on his choice of players, saying that each one exactly typified the character he had in mind when writing the story.

Mr. Reid is supported by an all-star cast, including Theodore Roberts and Ann Little. It has western atmosphere and tells the thrilling tale of a man who starts out to avenge his father's murder. It also contains a love story of romantic interest.

Suppose you were a red-blooded young man and someone had shot your father treacherously from behind and when you finally, after years of search, located his murderer only to find that his daughter was the girl with whom you were in love, what would you do?

Bear Valley in the mountains of Northern California, one of the beauty spots of the country, was selected as the place in which to film the exterior scenes.

Thanking you for your patronage in the past and trusting we may have the pleasure of seeing you at the ..... theatre on ..... we are,

Cordially yours,

Manager.

Follow-up Post Card (*to be sent on day of showing.*)

Dear Madam:

Just a line to remind you that WALLACE REID is playing at the .....theatre today in the thrilling story called "NAN OF MUSIC MOUNTAIN."

Manager.

ADVERTISING SUGGESTIONS FOR "NAN OF MUSIC MOUNTAIN"

LOBBY DISPLAY: "NAN OF MUSIC MOUNTAIN" is a high-grade Western picture, with Wallace Reid as the general manager of the Thief River Stage Line. The photoplay is full of spirit and western scenes. If you are able to get an old-fashioned stage coach and had room enough to put it in your lobby with suitable banners proclaiming the star, the noted book, etc., this would make an unusual and attractive display for you.

WINDOW DISPLAY: In addition to offering opportunities for display, a sale of all kinds of mountain-climbing and winter sporting goods might be effected. "NAN OF MUSIC MOUNTAIN" is a photoplay filmed from the famous book of Frank Spearman. Your local bookstores will doubtless be glad to feature this photoplay since the film will accentuate interest in the book itself. A 22 x 28 of Wallace Reid in the center of the display would add to its attractiveness on account of Mr. Reid's popularity.

CAR CARDS: Photograph the best bookstore window display for reproduction on your car cards with credit to the bookstore. Place this photograph on the right hand side of the card with a photograph of Wallace Reid on the left, together with announcement of the time of showing and the name of your theatre in the center. If you can have your theatre artist make an attractive layout for this car card, it will add to the interest.

DASH BOARD ADVERTISING: There is probably no better out-of-door advertising than the dash boards of the cars. Why not try dash board advertising for this production on the front of your trolley cars and see what the increase in your attendance is as compared with any other Wallace Reid photoplay you have run.

STREET DISPLAY: This western drama has so many wonderful opportunities for street display that it will probably be unnecessary to stimulate your imagination. If you were to mount an old-fashioned stage coach with several mountaineers and suitable banners, hauled by four bronchos through your streets, everybody in town would know of your running this photoplay.

Fair Valley, Cal., was the location chosen for the scenes of this photoplay. It is noted for its exquisite scenery, its vistas, etc., which would add to the attractiveness of your advertising.

You will undoubtedly be very successful with this photoplay, not only because of the popularity of the author, but because of the arrangement by Beulah Marie Dix, the unquestionable popularity of Wallace Reid, the direction of George Melford, the excellence of the all-star cast and the exquisite photography.

FOR ANY FURTHER SUGGESTIONS KINDLY WRITE OR WIRE

EXHIBITORS' SERVICE DEPARTMENT
485 Fifth Avenue, New York

OLD SWEETHEARTS OF MINE

Being the Frank Confessions of Handsome Wallace Reid, the Paramount Star, Who is Appearing in"Nan of Music Mountain" at the ..... Theatre.

The first one, I think, was my kindergarten teacher in St. Louis, about twenty years ago. She had such wonderful fuzzy yellow hair, and her nose crinkled beautifully when she smiled—which was often. Besides, she used to let me carry her bag and once I fought a small urchin who put a mouse in her desk—not that I didn't enjoy the consequent upheaval quite as much as he did,—but just to prove that I really was what she called me—her knight.

Since then I have battled for many a fair lady,—all of whom I have loved—in the scenario—of course. Among these the great Geraldine Farrar stands out prominently in my mind. For her I have fought in bull fights and battled with lance and sword in "Carmen" and "Joan the Woman" respectively. Later in "The Woman God Forgot" and "The Devilstone" I have loved her madly.

Somehow, though, most of my screen sweethearts have been blonds—there was Cleo Ridgely, the stunning-looking girl with whom I played in "The Golden Chance," "The Love Mask," "The Selfish Woman," "The House of the Golden Windows" and "The Yellow Pawn." By the time I was beginning to think I should be scheduled to play opposite demure ladies with golden curls for the rest of my life, they gave me beautiful Anita King, she of the straight, raven locks, with whom I made "The Golden Fetter" and "The Squaw Man's Son"—and a great deal of fun we had at it, too. Miss King is one of the best "fellows" I know.

But it was not to last, for another fair haired "sweetheart" next appeared, this being Myrtle Stedman of the liquid voice and melting eyes (I read that about her somewhere). We did two rather tragic pictures entitled "The Prison Without Walls" and "The World Apart." Came next sunny Kathlyn Williams with whom I did "Big Timber" and a patriotic film entitled "The Thing We Love." Others are Dorothea Abril and Ann Little, not to mention Mae Marsh, whose battling southern sweetheart I was in "The Birth of a Nation."

Strange to say, however, the real sweetheart, she to whom I still send violets regularly, is a pronounced brunette. She does not crinkle her nose when she laughs, moreover, and her hair is perfectly straight. Dorothy Davenport, who is looking over my shoulder while I'm writing this in our home at Hollywood, California, near the Paramount studios, says she will probably sue me for libel—for, she insists, it does curl—on rainy days, at least, around her ears.

"Nan of Music Mountain"

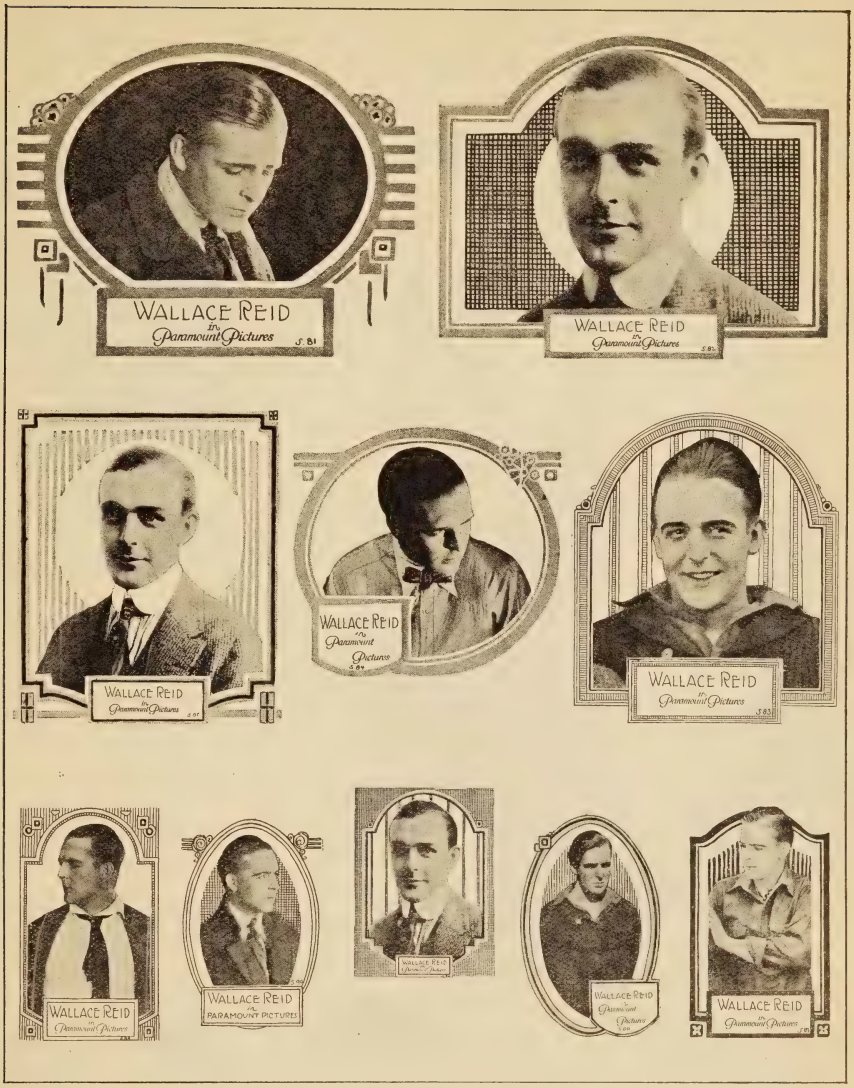


Illustration is a reduction of sizes listed below

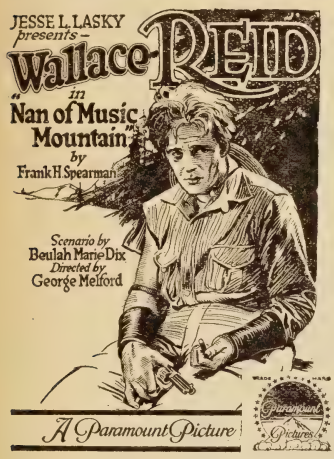
ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Always Obtainable at Your Exchange

Ad. Cuts and Mats that talk back in dollars and cents

All of these cuts were chosen for their selling power from a large lot of stills. The one and two-column cuts are appealing, economical trade getters; the three-column cuts dominate by sheer force of size and attractiveness. We have had the half-tones engraved so that they will print well on newspaper under good conditions, but unless your printer uses good ink and paper and is exceptionally conscientious in his work, hesitate before you use a half-tone. A line cut will print well under almost any conditions.



How would you like to get married in the snow? You would if it was *the* girl, wouldn't you? That's the way that Wallace Reid thinks in this great picture of mountain feuds and dazzling love.

Don't miss it!

Musical Program?

We show the famous Paramount Pictures, advertised in the Saturday Evening Post

Paramount Pictures

Exhibitors' Theatre

We show the famous Paramount Pictures advertised in the Saturday Evening Post

Jesse L. Lasky *presents*

WALLACE REID

in "Nan of Music Mountain"

By Frank H. Spearman

Scenario by Beulah Marie Dix

Directed by George Melford

TRADE MARK
Paramount Pictures

This is the trade-mark the Saturday Evening Post is telling you to look for.
WE SHOW IT

"Duke" Morgan did it

When de Spain (Wallace Reid) finds out that his sweetheart's father was implicated in the death of his own father and mother he is torn between love and revenge—and you get one of the most dramatic scenes ever recorded by the camera. Don't miss it!

Other Attractions?

The Saturday Evening Post is telling 2,000,000 *families*—10,000,000 people—to look for Paramount Pictures. They will know where to find them if you include the trade-mark panels, shown above, in all your ads.

A Paramount Picture

TRADE MARK Paramount Pictures

DO YOU LIKE THRILLING STORIES?

Then you'll like Wallace Reid in this corking story of mountain feuds and tense heart interest. Adventures, thrills, and dramatic moments such as this great screen idol has never done before. Don't miss it!

This is the trade mark the Saturday Evening Post tells you to look for

WE SHOW IT

TRADE MARK Paramount Pictures

MUSIC	NEXT FEATURE

Exhibitors' Theatre

"The Home of Paramount Pictures"

Tell them that *yours* is the theatre the Saturday Evening Post is talking about. You can do it best by showing the Paramount trade mark as indicated above.

Exhibitors' Theatre

Jesse L. Lasky *presents*

WALLACE REID

in

"Nan of Music Mountain"

Scenario by Beulah Marie Dix — *By* Frank H. Spearman — *Directed by* George Melford

The Saturday Evening Post is telling you why you should always look for this trade mark before you go in a theatre.

WE SHOW IT

TRADE MARK Paramount Pictures

ABSENCE MAKES THE HEART GROW FONDER

It made de Spain's (Wallace Reid) great warm heart fairly bubble over, and caused him to venture life and limb to get "the best girl in the world." Don't miss this great heart interest story.

Other Attractions, Musical Programme, Next Feature, Prices, Etc.

Look about you! How many of your people read the Saturday Evening Post? The Ladies' Home Journal? And a score of others? They are all prospective patrons of yours! Get them by showing the Paramount trade mark. It links up *you* with the national advertising.

Exhibitors'

Theatre—*"The Home of Paramount Pictures"*

JESSE L. LASKY *presents*

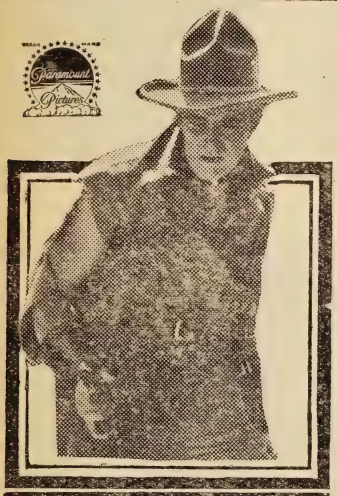
WALLACE REID in

"Nan of Music Mountain"

By Frank H. Spearman

Scenario by Beulah Marie Dix

Directed by George Melford



WALLACE REID
in "Nan of Music Mountain"
A PARAMOUNT PICTURE 5519

See Wallace Reid, whose triumphs in "The Hostage" and with Geraldine Farrar in "The Woman God Forgot" have stamped him as one of the greatest idols of the screen, in a thrilling story of mountain feuds and tender heart interest. You can't afford to miss it.

NEXT FEATURE?

This theatre shows the famous Paramount Pictures advertised in the Saturday Evening Post

Jesse L. Lasky *presents*

Wallace REID *in* "Nan of Music Mountain"

By Frank H. Spearman

Scenario by Beulah Marie Dix

Directed by George Melford

A Paramount Picture

See a Wedding in the Snow

The greatest climax ever recorded by the camera. A fitting climax to the greatest story of mountain feuds and tender heart interest ever written. Don't miss it!

MUSICAL PROGRAM?

This trade mark displayed on our advertisements, billboards and lobby display identifies us as an exhibitor of the famous Paramount Pictures being advertised in the Saturday Evening Post

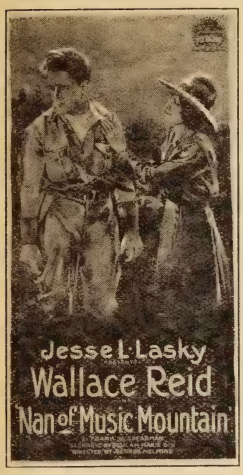
Exhibitors' Theatre

"The Home of Paramount Pictures"

We can advertise *generally* and boost *nationally*, but it's up to you to make the *local* "point of contact" with the people

Cover your town with this paper and you will fill every seat at every performance

Always obtainable at your Exchange



Three Sheet

One Sheet

One Sheet

Three Sheet

Six Sheet

Six Sheet

SLIDE

Wallace Reid in "Nan of Music Mountain"

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above **Always Obtainable at Your Exchange**

Press stories to be sent out a week or ten days in advance of the showing of "NAN OF MUSIC MOUNTAIN"

"Nan of Music Mountain," the star of which is handsome Wallace Reid of Paramount fame, will be shown at the ..... on ..... It is a western story, full of thrills from start to whirlwind finish, but has many entirely new angles and contains a love story of the most romantic interest.

WALLACE REID'S LATEST PICTURE A WESTERN ROMANCE

De Spain's father has been treacherously shot. De Spain sets out to "get" the murderer, only to find that it is the uncle and guardian of the girl he loves. This uncle is also leader of a gang of outlaws which de Spain is commissioned to suppress. How he manages to end the gang's domination, to marry the girl and to make a friend of the uncle, whom he learns was not actually guilty of his father's murder, makes a thrilling story, which is told in the Paramount picture, "Nan of Music Mountain." This is to be shown on the screen of the ..... Theatre on .....

In "Nan of Music Mountain," which is his most recent Paramount picture, young Wallace Reid, popular star who has appeared with Farrar in several of her great photoplays, takes the role of an adventurous gunman, out to avenge his father's death, and not particular how he does it. The scene is laid in the Rockies, and beside the thrilling story there has been promised some exceptionally marvelous photography. "Nan of Music Mountain" will be shown at the ..... Theatre on .....

WALLACE REID TO FILM NEXT PICTURE IN NEW YORK CITY

Wallace Reid's latest Paramount picture, "Nan of Music Mountain," was filmed in the Rocky Mountains. His next will be taken among the bright lights and the flesh pots of New York. Manager ....., of the ..... Theatre, has arranged to show "Nan of Music Mountain" in his theatre on ..... It is said that "Nan of Music Mountain" contains some exceptionally beautiful photography besides a thrilling story of western life and a very good cast.

During the filming of "Nan of Music Mountain," which is his newest Paramount picture, Wallace Reid was supposed to be shot in the leg. That was not the worst of it, however, for the handsome hero of the script had to crawl from his horse, from which he had fallen, to a near-by spring, in which he placed his injured leg. Next he fainted and was supposed to stay in that position with his foot and leg in the ice cold water for several days. Of course "Wally" really didn't, but he declared he felt as if he'd been there a week, for the waters of the beautiful Sierra Nevadas, where the picture was made, are nothing if not frigid. "Nan of Music Mountain" is to be shown at the ..... Theatre on .....

WESTERN DRAMA STARRING WALLACE REID AT THE ..... THEATRE

Popular Wallace Reid, who has recently created a notable success with Geraldine Farrar in her Aztec Indian production, "The Woman God Forgot," is to be seen at the ..... Theatre in "Nan of Music Mountain," a Paramount picture. This is a western drama, being the thrilling tale of a man who started out to avenge his father's murder. How he is turned from his purpose and made to forget the hatred in his heart through the love of Nan, makes a photoplay that is interesting as well as picturesque.

Frank H. Spearman, author of the popular novel, "Nan of Music Mountain," which recently scored a signal success in "Everybody's Magazine," and which has been porduced in photoplay form by Director George Melford of Paramount, had the satisfaction personally of watching the transformation to screen form. Unlike many authors whose works have been transferred to the screen, Mr. Spearman expresses himself as thoroughly satisfied and indeed gratified with the manner in which his story has been visualized. This, he believes, is due partially to the efforts of Beulah Marie Dix, who wrote the screen version, and partially to Director Melford. "Nan of Music Mountain" will be shown in this city for the first time at the ..... Theatre on .....

The popular novel, "Nan of Music Mountain," by Frank H. Spearman, which recently appeared in Everybody's Magazine, has been filmed by Director George Melford of Paramount, and is to be shown at the ..... Theatre on .....

As will be remembered, this is one of the most vivid and thrilling of modern western dramas. The cast includes such well known players as Theodore Roberts, James Cruze, Ann Little, Raymond Hatton, Henry Woodward and others.

Press stories about these favorite players and the picture itself that your newspaper will publish a few days in advance or during the showing of "NAN OF MUSIC MOUNTAIN"

Ann Little, the winsome screen star who is supporting Wallace Reid in the latter's latest Paramount picture, "Nan of Music Mountain," which is to be the attraction at the ..... Theatre on ..... has "adopted" the West. Miss Little has been a motion picture actress for more years than one would believe possible, but that is explained by the fact that she began at the tender age of five. But she has never before appeared in a real western drama, and since making "Nan of Music Mountain" declares there will be no more "society stuff" for her. "Of course, Fleda Drue, my last Paramount character in 'The World For Sale,' was not exactly a society girl," said Miss Little, "but she was at least an Easterner, and she had no chance to make the thrilling rides and enjoy the hair-raising adventures that are mine in 'Nan.' "

AUTHOR OF "NAN OF MUSIC MOUNTAIN" GREATLY PLEASED WITH SCREEN VERSION.

Frank H. Spearman, author of"Nan of Music Mountain," was the guest of Wallace Reid and Director George Melford at the Paramount studios a short while ago, and watched the transformation of his brain-child to screen form. Mr. Spearman expressed himself as being delighted with the way it was being handled and congratulated Director Melford on his choice of the players to portray the characters, saying that he could have made no better choice himself, and that each one exactly typified the character he had in mind when writing the book. Mr. Reid is supported by an all-star cast, including Theodore Roberts, Ann Little, Raymond Hatton, James Cruze and others equally prominent.

In his newest Paramount picture, "Nan of Music Mountain," which is to appear at the ..... Theatre on ..... Wallace Reid plays the part of Henry de Spain, a young westerner. The story deals with his adventures in cleaning up a gang of outlaws and thieves, and incidentally, his quest to avenge the murder of his father. There is a very fascinating love story, with the daughter of the worst thief in the gang as his fiancee. The way these two alone, after de Spain has at last won the girl's love, make the "gang" reform, and find a way to commence their lives together without any of the ever-present feuds or robberies, makes a vivid and unusual photoplay. "Nan of Music Mountain" was written by Frank H. Spearman and originally appeared in serial form in "Everybody's Magazine."

BEAR VALLEY SPOT SELECTED FOR FILMING OF "NAN OF MUSIC MOUNTAIN"

Wallace Reid and his company, under the direction of George H. Melford, have recently returned from a ten days' visit to Bear Valley, California, where they filmed the exterior scenes for "Nan of Music Mountain," the Paramount photoplay which is to be shown at the ..... Theatre on .....

Bear Valley, in the mountains of northern California, is one of the beauty spots of this country, and it is promised that "Nan of Music Mountain" will contain scenes of exceptional beauty. As will be remembered this is the story that ran in "Everybody's Magazine" in serial form some time ago, written by Frank Spearman. The screen version was prepared by Beulah Marie Dix.

It is seldom indeed that a motion picture cast actually achieves the honor of being an "all-star," but such is the cast which was chosen to support young Wallace Reid in his newest Paramount photoplay, "Nan of Music Mountain," which will appear on the screen of the ..... Theatre beginning on .....

Theodore Roberts, Raymond Hatton, Ann Little, James Cruze, Charles Ogle, Guy Oliver, Horace B. Carpenter, Henry Woodward and Ernest Joy are among the well-known players appearing in this production, which was directed by George H. Melford and the scenario of which was arranged by Beulah Marie Dix from Frank Spearman's story which appeared recently in "Everybody's Magazine" in serial form.

A western drama with a thoroughly modern setting and decidedly new "twist" to the plot is to be found at the ..... Theatre this week. This is "Nan of Music Mountain," which was prepared for the screen by George Melford of Paramount, with handsome Wallace Reid as the star. There are adventures and thrills a-plenty and a story that will be remembered by many as the serial by Frank Spearman that ran in "Everybody's Magazine" recently with such success.

Suppose you were a man, young and red-blooded, and someone had shot your father—treacherously from behind, and when you finally, after many years of search, located his murderer only to find that his daughter was the girl you were in love with, what would you do? This is the situation confronting handsome Wallace Reid in his latest Paramount picture, "Nan of Music Mountain," which is appearing at the ..... Theatre on .....

FRANK H. SPEARMAN APPROVES FILM VERSION OF "NAN OF MUSIC MOUNTAIN"

If Frank H. Spearman doesn't look out he is liable to be dynamited by the Disappointed Authors' Association of America. The reason for this animosity against Mr. Spearman is the fact that a mere motion picture company,—Paramount, to be exact,—produced one of his brain children to his utmost satisfaction and delight. Mr. Spearman did not once during the process of construction tear his hair, gnash his teeth, or harshly denounce the silent drama.

The noted novelist saw practically every foot of "Nan of Music Mountain," Wallace Reid's starring vehicle, filmed. He went with the company to Bear Valley, California, where the exterior scenes were taken, and spent a number of days around the studio, watching Director George H. Melford transferring the story to the screen.

In spite of all this, Mr. Spearman consideerd Mr. Melford an intelligent director, Wallace Reid as an ideal character for his "de Spain," and Ann Little as the exact type for "Nan"; as well as all the other people connected with the cast as true to his own conceptions of the characters as if they had come to life and stepped out upon the screen.

Heretofore it has always been the custom, when an author sells his books to be translated to terms of the screen, for him to faint at the first scene he is shown, to tear his hair when he catches a glimpse of the leading woman or man chosen for his hero or heroine, and otherwise denounce or ridicule those who are attempting to make his work immortal by means of the "silent drama."

Paramount very seriously considered the possibility of caging Mr. Spearman and sending him as an Exhibit to the aforesaid Disappointed Authors' Association. They would do so indeed, but Mr. Spearman objects on the grounds that some of the authors who have attempted to sell scenarios might slip some poison between the bars.

"Nan of Music Mountain" boasts a cast that well might be called an all-star, including such famous players as Theodore Roberts, Ann Little, Raymond Hatton, James Cruze, Charles Ogle, Horace B. Carpenter, Henry Woodward, Ernest Joy, besides Wallace Reid, the star. The photography is exceptionally good and many of the exterior scenes, which were taken in beautiful Bear Valley, California, are among the most exquisite ever filmed.

"Nan of Music Mountain" will be shown at the ..... Theatre on .....

THE STORY

Henry de Spain, a young mountaineer of about twenty-eight, is made General Manager of the Thief River Stage Line because he has nerve and can shoot. It is understood that he is to "clean up" the gang of outlaws in Morgan Gap, led by Duke Morgan, with whose pretty niece, Nan, de Spain is in love.

Sassoon, one of the worst men in the gang, starts the trouble by a knifing, but de Spain catches him. The laugh is soon turned, though, for Sassoon escapes and soon after de Spain himself is wounded in a terrific fight with about seven of the Morgan gang, when he makes a trip to the Gap to see Nan.

He is severely wounded, and falls from the horse which he has managed to mount in trying to get water from a mountain spring. The horse, frightened, runs away, and de Spain is left there unconscious for days, the ice cold water alone keeping him alive. He is finally discovered by Nan herself, who cannot forget her resentment even when she sees that he is half dead. Later she learns the true story of his attack by her relatives and from his own lips the reason of his being a gunman.

This was that his father had been shot in the back by one of the mountaineers and soon after his mother had died from the effects of the shock, leaving him with a birthmark to commemorate his father's tragic death. For years he had been living in the neighborhood, hoping to trap the man who had done this. Nan is won over to his side the more easily that she is already half in love with the handsome gunman.

A few days later she helps him make good his escape from that region. Afterwards, although he takes every opportunity for seeing her, they seldom meet and her uncle very nearly succeeds in marrying her to her worthless cousin, Gale Morgan.

Duke is thrown from his horse one day and seriously hurt. Nan comes to nurse him at the hospital where de Spain has been since he was shot. De Spain leaves soon after her arrival, but comes to see her under the pretext of bringing supplies. It is while there that she at last surrenders to his pleading and consents to become formally "engaged," although she fears their happiness cannot last.

Gale learns of the affair and tells Duke, her uncle. Nan is forced to confess her love for de Spain and her uncle angrily tells her that she will never marry him. Nan so fears for his safety that she begs him to give her up, but he tells her that they must stick together and all will be well. Gale, however, wins old Duke's permission to marry Nan and the girl is kept a prisoner in her room until she will consent to the marriage her cousin and uncle desire.

One night de Spain gets the following message from Music Mountain: "Take me away from here as soon as you can." The messenger will say no more, but he knows it is from Nan. He rides cautiously to the Morgan ranch, and after dismounting, walks to the sitting room window and overhears old Duke and Gale planning Nan's marriage to take place that night. Suddenly he reveals himself and holds the men at bay while he and Nan, who has appeared, made good their escape.

As they have no horses, they are obliged to climb Music Mountain to reach safety. Sassoon nearly kills de Spain, but the latter manages to get a successful shot at his enemy and they reach town, where he takes Nan to the home of one of his friends.

The next day de Spain learns that old Duke Morgan was the one who had killed his father. Nan is broken-hearted, and at once starts back to her uncle to learn the truth. She tries to bring him to de Spain, but they are caught in a terrific blizzard, and only saved by de Spain just as they are about to succumb.

Duke tells de Spain that he and Sassoon both shot at his father that terrible night, but that they never knew which shot proved fatal, and they learned to their horror soon after, that de Spain was not the man they were after—who had killed a member of their clan. There is a make-shift wedding ceremony performed right there in the snow, for old Duke gives in at last to the lovers, but later at the settlement there is a more elaborate wedding, which serves to unite the two enemy factions—the stage and the railroad men and the Morgan gang with their neighbors.

[illegible] from his horse one day and seriously hurt. Nan [illegible] nurse him at the hospital where de Spain has been since [illegible]. De Spain leaves soon after her arrival, but comes to see [illegible] under the pretext of bringing supplies. It is while there that [illegible] at last surrenders to his pleading and consents to become formally [illegible] although she fears their happiness cannot last.

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FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

List of Paramount Exchanges

DISTRIBUTING

"NAN OF MUSIC MOUNTAIN"

Boston, Mass.—10 Shawmut St., Famous Players Film Co. of N. E.

New Haven, Conn.—131 Meadow St., Famous Players Film Co. of N. E.

Portland, Me.—85 Market St., Famous Players Film Co. of N. E.

Sherry, 729 7th Ave., Wm. L. Sherry Feature Film Co.

Buffalo, N. Y.—145 Franklin St., Wm. L. Sherry Feature Film Co.

23rd St.—71 West 23d St., Famous Players Exchange.

Philadelphia, Pa.—1219 Vine St., Famous Players Exchange.

Washington, D. C.—525 13th St., N. W., Famous Players Exchange.

Pittsburgh, Pa.—Penn Ave. and 12th St., Famous Players Film Serv., Inc.

Cleveland, Ohio—Standard Theatre Bldg., Prospect Ave. near 9th Ave., Famous Players Film Serv., Inc.

Chicago, Ill.—220 So. State St., Famous Players Film Serv., Inc.

Cincinnati, Ohio—107 West 3d St., Famous Players Film Serv., Inc.

Detroit, Mich.—278 Jefferson Ave., E., Famous Players Film Serv., Inc.

Kansas City, Mo.—2024 Broadway Kansas City Feature Film Co.

St. Louis, Mo.—3929 Olive St., Kansas City Feature Film Co.

Minneapolis, Minn.—Produce Exchange Bldg., Famous Players Star Feature Film Serv., Inc.

Salt Lake City, Utah—133 East 2d South St., Notable Feature Film Co.

Denver, Colo.—1749 Welton St., Notable Feature Film Co.

San Francisco, Cal.—645 Pacific Bldg., Progressive Motion Picture Co.

Seattle, Wash.—Central Bldg., Progressive Motion Picture Co.

Los Angeles, Cal.—Marsh Strong Bldg., Progressive Motion Picture Co.

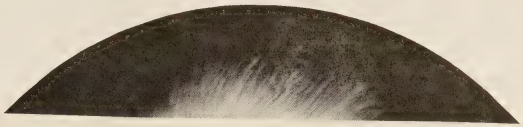
Portland, Ore.—9th and Burnside Sts., Progressive Motion Picture Co.

Atlanta, Ga.—51 Luckie St., Southern Paramount Picture Co.

New Orleans, La.—814 Perdido St., Southern Paramount Picture Co.

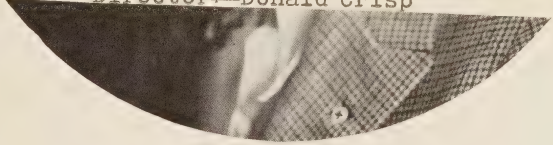
Dallas, Texas—1902 Commerce St., Texas Paramount Picture Co.

Press Book and Exhibitor's Aids



RIMROCK JONES.....WALLACE REID
Mary Fortune.....Ann Little
H. Hicks.....Charles Ogle
Ike Bray.....Paul Hurst
Andrew McBain.....Guy Oliver
Leon Lockhart.....Fred Huntley
Hazel Hardesty.....Edna Mae Cooper
Juan Soto.....Toto Ducrow
Stoddard.....Gustav Von Seyffertitz
Jepson .....Ernest Joy
Woe Chong.....George Kuwa

Director—Donald Crisp



Jesse L. Lasky *presents*

WALLACE REID

in

"RIMROCK JONES"

By Dane Coolidge
Directed by Donald Crisp

Scenario by Harvey F. Thew
and Frank X. Finnegan

A Paramount Picture

Music cues for this production obtainable at Exchange.

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*
NEW YORK

Be sure to get your Press Book at least two weeks before prints.

EXACTLY ONE MILLION DOLLARS IS BEING SPENT FOR *YOU!*

This is *not* "Press Agent Camouflage"—it's a *fact*—because Paramount and Artcraft are actually spending that stupendous amount to teach the public to look for your theatre, your advertising and your pictures—by teaching them to look for the trademarks. Your part is merely to *show* these trademarks.

ACCESSORIES

(Obtainable at your Exchange)

Paper
- Two one sheets
- Two 3 sheets
- Two 6 sheets

Photos
- 10 8x10 black and white
- 8 11x14 colored gelatins
- 2 22x28 colored gelatins
- 8x10 photos of star

Cuts and Mats on Production
- Five one-column
- Three two-column
- Two three-column

Stock Cuts and Mats of Star
- Five one-column
- Three two-column
- Two three-column

Rotogravure

Series of Advertising Layouts: Mats

Press Book
with sales talk, card and letter announcements, suggestions for lobby and other displays.

Slides

Music Cues

MUSIC CUES!

For special music cues on "Rimrock Jones" see your file of Progress-Advance—and remember to order your Progress-Advance binder from your Exchange.

THE PLAYERS

RIMROCK JONES	WALLACE REID
Mary Fortune	Ann Little
H. Hicks	Charles Ogle
Ike Bray	Paul Hurst
Andrew McBain	Guy Oliver
Leon Lockhart	Fred Huntley
Hazel Hardesty	Edna Mae Cooper
Juan Soto	Toto Ducrow
Stoddard	Gustave Von Seyffertitz
Jepson	Ernest Joy
Woe Chong	George Kuwa
DIRECTOR	DONALD CRISP

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11. Advance Publicity
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15. Advance and Current Publicity
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19. Short Review and Publicity Stories
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THINGS YOU NEED TO KNOW ABOUT "RIMROCK JONES"

A Paramount Picture

STAR ..... Has recently starred in "Nan of Music Mountain," "The Hostage" and others, has played with Geraldine Farrar in such well known productions as "Carmen," "Joan the Woman," "The Woman God Forgot," "The Devilstone" and others.

THE STORY ..... One of the ever-popular Western variety with a brand new and fascinating plot.

THE AUTHOR.... Dane Coolidge, famed as a photographer and story writer, has made a special study of things and life in the West.

THE CAST ..... Includes Ann Little, who appeared with Mr. Reid in "Nan of Music Mountain;" Charles Ogle, Paul Hurst, Guy Oliver, Fred Huntley, Edna Mae Cooper, Toto Ducrow, Gustave von Seyffertitz, Ernest Joy, and George Kuwa.

THE DIRECTOR.. Donald Crisp, who has directed Julian Eltinge, George Beban and others of the Paramount stars.

THE SCENARIO.. By Harvey F. Thew and Frank X. Finnegan.

PHOTOGRAPHY.. By Saxon Dean—some new "locations" including scenes actually filmed at the copper mines of Arizona.

REMARKS ..... Many comedy touches mostly contributed by little George Kuwa, the Jap who has appeared in many of the recent Paramount photoplays, notably with Hayakawa.

AS A WHOLE..... Will appeal to all—as it possesses splendid contrast—with scenes from New York fashionable hotels to wildest wooliest west—and with comedy to supremest drama.

WATCH FOR THE NEW CARTOONS BY "BRESS"

In many of the coming Press Books you will find a new feature that Paramount and Artcraft are offering their Exhibitors. This is a 3 column, 5½ inch deep newspaper cartoon drawn by the well known cartoonist "Bress," recently associated with one of the largest newspaper syndicates in the country and a contributor to Puck, Life and other magazines.

YOU CAN OBTAIN THESE MATS FROM YOUR EXCHANGE FREE OF CHARGE.

Advertising Suggestions for "RIMROCK JONES"

by Exhibitors' Service Department

485 Fifth Avenue, New York

POST CARD No. 1 (TO BE SENT 9 DAYS BEFORE SHOWING

DEAR MADAM:

COMING!

To the ..... Theatre on ..... a new photoplay entitled "RIMROCK JONES." The story is founded on a real incident which came to the attention of Dane Coolidge, the author, while he was in Arizona gathering material for stories. It is vivid, startling and thrilling.

Manager.

POST CARD No. 2 (TO BE SENT 6 DAYS BEFORE SHOWING)

DEAR MADAM:

STARRING!

At the ..... Theatre—Wallace Reid as "RIMROCK JONES," a western story with a brand new and fascinating plot. The scenes were actually filmed at the Copper Mines of Arizona.

The date is ..... and we shall look forward to seeing you.

Manager.

SUGGESTED LETTER

(TO BE SENT 3 DAYS BEFORE SHOWING OF PICTURE)

DEAR MADAM:

I am going to tell you a secret about the new photoplay entitled "RIMROCK JONES" which is coming to the ..... Theatre. I believe that Andy McBain, the clever crook lawyer of the town who stole one mine from Rimrock and tried to make a "get-away" with a second one, was in league with the HUNS because you know as well as I do what they are doing to get possession of the mines in France.

You will be delighted to hear, however, that in this case a clever "deaf" stenographer with her woman's wit and intuition, comes to the rescue of the hero and helps him in a struggle for his mines. Unknown to anyone she takes the long journey to New York, has a specialist perform an operation on her ears, which has restored her hearing, and while pretending to be still deaf, she helps Rimrock fight it out against the combined wiles of a Wall Street financier, two of the country's well-known lawyers and one of the crooks of the "big town," and plays the final winning card in the game.

This is a charming, realistic and wholesome play which will appeal to young and old alike. Ann Little, the clever young actress who has appeared in a previous picture with Mr. Reid, plays the part of Mary Fortune, the stenographer. The picture contains rough, wild and woolly stuff that delights the boys and girls, and Society Life and Scenes in New York's famous hotels which appeals to the older women.

We hope to have the pleasure of welcoming you on ..... when the picture is to be shown.

Manager.

FOLLOW UP POST CARD (TO BE SENT ON DATE OF SHOWING)

DEAR MADAM:

THIS IS THE DAY

that we are presenting the photoplay entitled "RIM-ROCK JONES" at the ..... Theatre. The story will send you away with the satisfactory feeling of a well spent hour or two. Don't miss it, please.

Manager.

ADVERTISING SUGGESTIONS FOR

"RIMROCK JONES"

By Exhibitors' Service Department, 485 Fifth Avenue, New York.

LOBBY DISPLAY As this picture deals with a mine, it would be very easy to build an old fashioned mine shaft entrance in your lobby. This could be built square of small logs, similar to a well, the logs built up about 4 or 5 feet high above the level of the lobby floor and on the top a windlass also built of a log with the handle either of wood or of iron.

If you want to use a more modern style of mine shaft, you can build a mine "en- a temporary doorway of logs around your oe side of your lobby, or better yet, build such trance" or sort of temporary doorway at onwn entrance.

The signs on these shafts could read:
RIMROCK JONES LOST HIS MINE.
ENTER HERE AND FIND OUT HOW HE GOT IT BACK

WINDOW DISPLAY You can co-operate with your sporting goods store or hardware store by having them build a similar device in one of their windows. If sporting goods store, they could show high boots, corduroys, winter hunting clothes, etc.; if hardware store they could show picks, shovels and other mining tools.

STREET DISPLAY As a mine would be rather a hard thing to portray for street display, you could have a log cabin or imitation log cabin mounted on a wagon. On the side could be a sign:

RIMROCK JONES WORKED HARD IN A CABIN LIKE THIS AND THEN HAD HIS MINE STOLEN. FOR FURTHER DETAILS GO THE ..... THEATRE TODAY

CAR CARDS AND NEWSPAPER ADVERTISING Photographs either of your window or lobby display would make excellent tie-up material for car cards, window cards and newspaper display.

CATCH LINES Could be something like the following:

DID YOU EVER BUY MINING STOCK? IF YOU DID, YOU CAN APPRECIATE MARY FORTUNE'S SUSPENSE WHEN SHE INVESTED HER MONEY WITH "RIMROCK JONES." FIRST THEY TRIED TO STEAL HIS MINE AND THEN THEY TRIED TO STEAL HIS STENOGRAPHER—DO YOU THINK THEY GOT AWAY WITH IT? "RIMROCK JONES" AT THE .....THEATRE THINKS DIFFERENT EVERYBODY IS TALKING ABOUT COPPER. "RIMROCK JONES" HAD ONE MINE STOLEN AND THEN WENT OUT AND GOT HIMSELF ANOTHER—THEY WERE BOTH COPPER MINES. SEE HOW WALLIE REID KEEPS THINGS GOING AT THE ..... THEATRE

For further Advertising Suggestions, write to

EXHIBITORS' SERVICE DEPARTMENT,

485 Fifth Avenue, New York

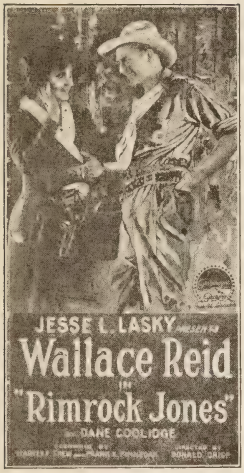
Wallace Reid in "Rimrock Jones"

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

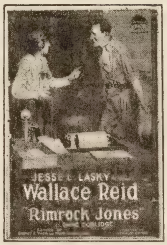
Reduced as Shown Above **Always Obtainable at Your Exchange**

Cover your town with this paper and you will fill every seat on every performance



Three Sheet

Always obtainable at your Exchange



One Sheet

One Sheet

Three Sheet

Six Sheet

Six Sheet

WALLACE REID'S LETTERS AND LIFE

Being An Account of the Activities of Wallace Reid Now Starring in "Rimrock Jones"

Popular Wallace Reid, who is to appear at the ..... Theatre on ..... in his latest Paramount picture, "Rimrock Jones," probably receives more letters in a day from admiring film fans than the Governor of his state receives for office, which as Wallace, himself, would put it is "going some." Most of these letters are written in the familiar up and down stub pen back hand bearing the undeniable stamp of feminine origination. The best of it all is, that Wally (those who know him call him Wally, and those who know him well call him Wally, too) deserves all the nice things that are said about him in these letters.

Wallace Reid, the recipient of all this mail, was born in St. Louis, Mo., about 25 years ago. He is the son of Hal Reid, the noted writer of melodrama, and made his first appearance on the stage at the early age of 4 years when he played the little girl in "Slaves of Gold." His family moved to New York when Wallace was 10 years old, and there he attended the public schools and later going to New Jersey military academy at Freehold, N. J. Later he lived in Wyoming in the Big Basin district, and returned again to New York where he secured a job as a cub reporter. Since then he has appeared in vaudeville, held an editorial position on the staff of the Motor Magazine and performed all sorts of duties in motion picture capacities from acting to directing and back. Wallace Reid has appeared several times in support of Geraldine Farrar in her famous photoplay productions, among them being, "Joan the Woman," "The Woman God forgot" and "The Devil Stone."

Mr. Reid's latest Paramount productions are "The Hostage," "Nan of Music Mountain," "The Squaw-Man's Son" and now "Rimrock Jones," which is said to be one of his best so far. Being a talented musician, as well as a good fellow and even possessing the ability to prepare chafing dish delicacies on the spur of the moment, the Reid bungalow at Hollywood, is one of the most popular spots of that motion picture colony.

AD CUTS AND MATS — YOUR SALESMEN

DO you ever look on your ads as your SALESMEN? They are just that and, like a flesh-and-blood salesman they should be as judiciously selected and used. Paramount line ad cuts are worthy salesmen for any theatre. Well-groomed, clean cut, appealing, and aggresive; they'll sell your theatre. LET THEM DO IT!

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EXHIBITOR'S THEATRE

A Gripping frontier love story

JESSE L. LASKY *presents*

Wallace Reid

in "Rimrock Jones"

By Dane Coolidge

Scenario by Harvey F. Thew *and* Frank X. Finnegan

Directed by Donald Crisp

A Paramount Picture — Paramount Pictures

OF all the "pippin stories" that have been woven around the gold-fields of the "wild-and-woolly" West, this is THE GREATEST. Whatever you do—DON'T MISS IT!

We show the famous, Nationally adverertised Paramount Pictures.

EXHIBITOR'S THEATRE

"Foremost stars, superbly directed, in clean pictures"

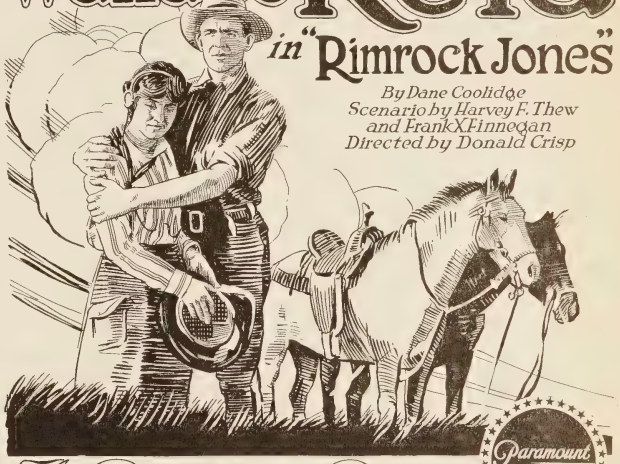
A drama of the "Great Outdoors"

JESSE L. LASKY *presents*

Wallace Reid

in "Rimrock Jones"

By Dane Coolidge
Scenario by Harvey F. Thew and Frank X. Finnegan
Directed by Donald Crisp



A Paramount Picture — Paramount Pictures

THIS story was made for Wallace Reid! His superb physique, his handsome carriage, never showed to more dazzling advantage than in this story of love, happiness, hair-breath escapes, and a wonderful climax.

We show the famous, nationally advertised Paramount Pictures.

Did you take advertising under the mistletoe during the holidays and leave a lasting impression?

EXHIBITOR'S THEATRE

"Foremost stars, superbly directed, in clean motion pictures"

A powerful photoplay romance

Jesse L. Lasky
presents

Wallace Reid

in "Rimrock Jones"

By Dane Coolidge
Scenario by
Harvey F. Thew *and*
Frank X. Finnegan
Directed by
Donald Crisp

A Paramount Picture

Paramount Pictures

THE greatest story that has ever been written around the gold-fields of the "wild-and-woolly" West.

MUSICAL PROGRAM, COMEDY, ETC.

This is the Sign of quality pictures We show them

ADVANCE PUBLICITY

For use in your newspaper several days in advance of the first showing of "RIMROCK JONES"

Wallace Reid, the popular Paramount star depicter of western types, who recently was seen in "Nan of Music Mountain," is soon to star at the ..... Theatre in "Rimrock Jones," from the novel by dane Coolidge, and directed by Donald Crisp.

"Rimrock Jones," is a prospector who, at the opening of the story, finds himself in hard luck through the designing efforts of Andrew McBain, a canny Scotchman. The latter has claimed Rimrock's mine by unearthing a long forgotten law to the effect that the holder of the apex of a mine can claim the whole. McBain stops at nothing to accomplish his ends and even goes so far as to try to steal another mine from Rimrock. How Jones finally wins out with the help of pretty Mary Fortune, makes a thrilling and realistic photoplay.

Watch your copper mine closely if you want to keep it! Or else someone will "stake" the apex of the vein and legally claim the whole mine. That's what happens to handsome Wallace Reid in his newest Paramount picture, "Rimrock Jones" which was picturized for him by Harvey Thew and Frank X. Finnegan from Dane Coolidge's novel. The outdoor scenes were filmed in the heart of the Rockies under the direction of Donald Crisp. "Rimrock Jones" which boasts an especially good cast, is to appear shortly in this city at the ..... Theatre.

ANN LITTLE AGAIN TO BE SEEN WITH WALLACE REID

A deaf stenographer plays a prominent part in Wallace Reid's latest Paramount picture which is soon to be shown at the ..... Theatre. The part is taken by Ann Little, the clever young actress who supported Mr. Reid in "Nan of Music Mountain" not long ago. How she helps him in a struggle for his copper mine by pretending to be deaf after she has been cured and how they fight their way to happiness together, makes a charmingly realistic and wholesome photoplay which will appeal to young and old alike. Mr. Reid is supported by a splendid cast, including Ann Little, Charles Ogle, Guy Oliver, Edna Mae Cooper, Ernest Joy and George Kowa. The photography, by Saxon Dean is exceptionally good, and scenes of rugged mountainous beauty will be seen throughout the entire production.

ADVANCE AND CURRENT PUBLICITY

Designed for use in your newspapers before or during the showing of "RIMROCK JONES"

FAMOUS AUTHOR FOR LATEST WALLACE REID PICTURE

Dane Coolidge, author of "Rimrock Jones" which is Wallace Reid's newest Paramount picture, is one of the best known authorities on western life and has written about a dozen novels, all dealing with western characters. "Rimrock Jones" is a story of an Arizona miner and is founded on a real incident which came to Mr. Coolidge's attention while he was in that state gathering material for stories and articles. The cast includes Ann Little, Ernest Joy, Charles Ogle, Guy Oliver and Edna Mae Cooper, and the production was directed by Donald Crisp. "Rimrock Jones" is to appear at the ..... Theatre .....

The popular young screen actor, Wallace Reid, who has played opposite Geraldine Farrar in most of her photoplays, is to be seen at the ..... Theatre on ..... in "Rimrock Jones," his latest Paramount production, which was written for him by Harvey Thew and Frank Finnegan from the story by Dane Coolidge. The atmosphere of the entire picture is that of the wide and wholesome west and the story deals with the adventures of a prospector, Rimrock Jones and Mary Fortune, his sweetheart. An excellent cast, including Ann Little as Mary Fortune, supports Mr. Reid, and the picture was made under the expert direction of Donald Crisp.

In the cast of "Rimrock Jones" which is clever Wallace Reid's latest Paramount photoplay, are numbered many of the most popular players of filmdom, including Ann Little, Charles Ogle, Ernest Joy, Guy Oliver and others. The story deals with the adventures of a young Western prospector and was written by no less an authority of things and life western than Dane Coolidge. The screen version was arranged by Harvey F. Thew and Frank X. Finnegan and the production was staged under the direction of Donald Crisp. "Rimrock Jones" with its vivid, startling clear picture of adventure, fun and thrill, will be seen at the ..... Theatre on ..... Other attractions on the program will be .....
.....

ADVANCE AND CURRENT PUBLICITY

Designed for use in your newspapers before or during the showing of "RIMROCK JONES"

Dane Coolidge, the author of "RIMROCK JONES," which is now showing at the ..... Theatre, has written about a dozen Western novels and many stories and essays. He is a photographer as well as a writer, and often combines the two, getting material for Western stories while obtaining photographs. Mr. Coolidge is at present in New York City, and presents the picturesque figure of a typical cowboy strolling amidst the bright lights of Broadway, as he insists upon wearing the insignia of his favorite locale. "Rimrock Jones," which was arranged for the screen by Harvey F. Thew and Frank X. Finnegan, and was directed by Donald Crisp. It is a story of an Arizona copper mine, and deals with the struggle of "Rimrock Jones" to recoup his lost fortune and his success.

The old saying that "rats desert a sinking ship," applies figuratively and almost literally to "Rimrock Jones," newest Paramount production, now playing at the .....Theatre. Having discovered a large vein of copper and founded a town about it, the hero finds himself penniless by a trick of the law, which one of his enemies turns on him. Wallace Reid is particularly well chosen as the hero of this production being an ideal Western type.

The cast surrounding Mr. Reid includes Ann Little, Charles Ogle, Guy Oliver, Ernest Joy, besides other well-known players and was directed by Donald Crisp.

Those who remember Wallace Reid's recent photoplay "Nan of Music Mountain," will welcome the announcement that he is again to be seen at the ..... Theatre in his latest Paramount picture "Rimrock Jones." This is a typical Western photoplay, the theme of which is laid in the copper mines of Arizona. A mushroom town founded by the hero is seized with his copper mine by a crafty lawyer, but later regained through the help of a stenographer, who pits her woman's wit and intuition against the clumsy, bungling of Rimrock's enemies.

REVIEW

Designed for use in the newspapers on the day of first showing of "RIMROCK JONES"

Handsome Wallace Reid, the popular player who has appeared so often with Geraldine Farrar in that star's pictures, such as "Carmen," "Joan the Woman," "The Woman God Forgot" and others, is starring this week at the..... Theatre in "Rimrock Jone," his latest Paramount release.

A breezy story of an Arizona copper mine, "Rimrock Jones" fairly breathes the spirit of the west and furnishes a glove-fitting vehicle for the energetic young star.

Pretty Ann Little who supported him in "Nan of Music Mountain" plays the leading feminine role as Mary Fortune, the deaf girl stenographer. The rest of the cast includes Charles Ogle, Guy Oliver, Earnest Joy and a clever little Japanese actor, George Kuwa. "Rimrock Jones" has found a copper mine in Arizona and a thriving town has grown up around his claim. Andrew McBain, a clever crook lawyer of the town devises a plan whereby through a legal trick he wrests the holdings from Rimrock.

Thus it is, that destitute and penniless, Rimrock becomes a mere hanger-on in the town. His one-time friends desert him and only Mary Fortune the stenographer stands by. These two together fight it out against the combined wiles of a Wall Street financier, two of the country's well-known lawyers and one of the crooks of the town; McBain, the lawyer having been killed in a fight with Rimrock although the latter was acquitted of the murder as justifiable.

Mary unknown to Rimrock has taken the long journey to New York and had specialists perform an operation on her ears which has restored her hearing, and it is, by pretending still to be deaf, that she plays the final winning card in their game.

Director Donald Crisp has secured some unusual effects in this picture, including magnificent western scenery and scenes at the mines actually filmed in Arizona. The story was written by Dane Coolidge and the scenario by Harvey F. Thew and Frank X. Finnegan.

REVIEW AND SHORT PUBLICITY STORY

To be sent out the day following the first showing of "RIMROCK JONES"

Manager.....of the.....Theatre has secured in "Rimrock Jones," Wallace Reid's latest Paramount production, a picture which will appeal to everyone from one angle or another. There is the rough, wild and woolly stuff that delights and thrills school girls, and there is the society life and scenes in New York's famous hotels which appeal to the older women, as well as the always strong, virile characterization work of Wallace Reid. As "Rimrock Jones," the Arizona copper miner, he adventures through the photoplay, winning out in the end with the help of pretty Ann Little, who plays the part of Mary Fortune, a deaf stenographer. The excellent supporting cast includes Charles Ogle, Guy Oliver, Ernest Joy and tiny George Kuwa, the laughable and likable Japanese player who has appeared so often recently in Paramount productions, notably those of Sessue Hayakawa.

"Rimrock Jones," the picture now playing at the.....Theatre, introducing Wallace Reid as a picturesque figure in the copper mining district of Arizona. This picture was made from the story by Dane Coolidge, the scenario by Harvey F. Thew and Frank X. Finnegan. The production was directed by Donald Crisp. While utterly different from anything Wallace Reid has done, "Rimrock Jones" reflects the vital life and characteristics of a certain section of the Great West. Its author, Dane Coolidge is quite at home in this environment, as he has traveled through it many times not only as a writer in search of material, but also as a naturalist and photographer working for the Smithsonian Institute and other scientific organizations.

The splendid cast chosen to support Mr. Reid in "Rimrock Jones" includes Ann Little, Charles Ogle, Paul Hurst, Guy Oliver, Ernest Joy and other well-known screen players. Miss Little particularly has added more than a 'little' to the success of the production as Mary Fortune, the girl stenographer who saves Rimrock's mine and stands valiantly by when all seems dark and hopeless. Needless to say, a happy ending has been supplied and the photoplay winds up most satisfactorily even for the most exacting taste.

For Exhibitor's information or house organ—cast and synopsis of "RIMROCK JONES"

C A S T

S Y N O P S I S

Henry Jones, known to his friends as "Rimrock," a miner and prospector, has located a rich mine in Arizona around which has sprung up the flourishing town of Gunsight, of which Rimrock is practically the owner and chief citizen. This prosperity does not last long, however, for one Andrew McBain, a crooked lawyer, before the opening of the story has unearthed an ancient law which provides that the holder of the top or apex of a vein can claim the entire mine. By this trick he succeeded in taking possession of Rimrock's property.

The latter becomes a penniless hanger-on at the town, until, pulling himself together, he mysteriously disappears. Returning after several months, Rimrock announces that he has found another and still richer mine—but needs about two thousand dollars to develop it. His one-time friends sneer at him and he is about to give up in despair when he overhears McBain's voice, dictating to Mary Fortune, a public stenographer and a newcomer to the town. Jones resolves that McBain who stole his old mine shall stake him to the new one, and dives into the office, demanding the money. McBain runs for his life, and Jones finds himself left with Mary, to whom he tells the whole story.

Mary has come to Gunsight for two reasons, the first to regain her health, which has impaired her hearing, making necessary the use of an ear trumpet, and second, to recoup her fortune, lost in the East. It is the thought of this that makes her offer her entire savings about two thousand dollars to Jones, as she says she has always wanted to invest in a mine. After some argument, Jones does accept her money and rides back across the desert to his mine.

At the end of a hard winter's work, Jones has the mine in such shape that he can get a Wall Street financier to back him, keeping, however, fifty-one per cent. of the stock in his own hands, giving the banker, Stoddard, forty-nine. After the capitalist has gone back East, Rimrock rides into Gunsight with, as he expresses it, "a roll of money big enough to choke a crocodile." He pays off his accumulated debts and goes to Mary's office to square off with her.

The girl refuses to accept the money, however, saying she prefers to keep the stock. Jones realizes that this leaves himself and Stoddard with forty-nine per cent. each and the controlling voting power in Mary's hands.

It is shortly after this that McBain again attempts to steal Jones' mine by seizing the apex, but this time is unsuccessful because Mary warns Jones, of whom she becoming more than ordinarily fond, and Jones reaches his property just in time to stop the thieves. There is a quarrel and McBain is killed. Jones, held to await his trial, is only able to manage affairs at the mine with the help of Mary, who visits him in prison and takes his orders.

When Jones is acquitted, he finds Gunsight wearing a new air of prosperity, due to the renewed activities at the mines. Stoddard, the banker, in the meantime, sees that in order to control the mine, he must break up the growing friendship between Mary and Jones, which enables them to use their shares together to control the mine.

To accomplish this Stoddard sends an adventuress, Mrs. Hardesty, to Gunsight to distract Jones' attention from Mary. In this she is unexpectedly successful, for Mary, becoming jealous, leaves the town for the East for a long deferred operation on her ears. Jones follows her, but is unable to locate her in New York, partly due to the efforts of Mrs. Hardesty who has in turn followed him, and who keeps Stoddard informed as to his goings and comings. Jones becomes involved in a Wall Street deal and sends to Mary for a tremendous sum of money—an advance on the coming dividend. By this she realizes that trouble is brewing, probably at the hands of Stoddard, and so is not surprised to learn by pretending to be still deaf soon after, that the latter plans to seize Jones' mine on a flimsy legal pretext that he has not re-located it. Mary takes a wild horseback ride to the location and stakes it for Rimrock, but is caught by the marauders who in turn are caught by Jones, whom a premonition of evil has brought post haste to the spot. After the affair is over, Jones and Mary find that after all, they will keep the controlling interest in their hands, under the combined names of Mr. and Mrs. Rimrock Jones.

CURRENT

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WALLACE REID ..... NAN OF MUSIC MOUNTAIN
VIVIAN MARTIN ..... THE FAIR BARBARIAN
DOROTHY DALTON ..... LOVE LETTERS
CHARLES RAY ..... HIS MOTHER'S BOY
MARGUERITE CLARK ..... THE SEVEN SWANS
PAULINE FREDERICK ..... MRS. DANE'S DEFENSE
GEORGE BEBAN ..... JULES OF THE STRONG HEART
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Paramount Pictures

Press Book and Exhibitor's Aids

JESSE L. LASKY presents

Wallace Reid and Kathlyn Williams

IN

"The Thing We Love"

By HARVEY THEW

Founded upon the story by H. B. and M. G. DANIEL
Directed by LOU-TELLEGEN

This picture sounds a powerful patriotic note. By promoting and showing it properly you will stir the patriotic sentiment in your community, uphold the administration, and **cash in yourself.**

NO WAR SCENES

CAST

RODNEY SHERIDAN	WALLACE REID
MARGARET KENWOOD	KATHLYN WILLIAMS
H. D. Kenwood	Tully Marshall
Mrs. Kenwood	Mayme Kelso
Adolph Weimer	Charles Ogle
Kenwood's Agent	Billy Elmer

Directed by Lou-Tellegen

MUSIC CUES for this production obtainable at your exchange

SYNOPSIS

Rodney Sheridan (Wallace Reid) is Vice-President of the Kenwood Manufacturing Company and engaged to Margaret Kenwood, daughter of its president, Henry D. Kenwood. When the war in Europe breaks out, both Margaret and Rodney are intensely interested in peace propaganda, and Rodney takes active part in a movement to prevent the European conflict.

Mr. H. D. Kenwood, however, decides to turn the factory into a munitions plant and Rodney, refusing to assist, is forced to resign. Kenwood also tries to enlist his daughter's services in stopping Rodney's peace speeches. Upon Margaret's refusing to help him, the father resolves upon foul means to get the young man out of his way.

He frames a charge of embezzlement and by perjured witnesses, gets him a two-year term in Sing Sing. After his release, many months later, Rodney, embittered, is unable to reach his friends as they all turn away from him and he feels that he cannot even go to Margaret whom he knows to be loyal. He is urged to enlist, but bitterly refuses saying that he is now a "man without a country," blaming the government for the humiliation he has had to undergo.

He finds himself sitting dejectedly on a park bench and it is there that Margaret finds him. The knowledge that she at least has always believed in him gives him new hope and when she makes him Secretary of a newly formed "International Peace Committee" he finds himself again in funds, and in good standing.

When Kenwood learns that Rodney is about to head a peace delegation to Congress, he threatens to publicly brand him as a jailbird and Rodney, realizing this would do the cause more harm than good, writes Margaret his resignation and again disappears, while Margaret again takes up the search for him.

gladly reveal "the man higher up." The police, Margaret and Rodney therefore go to Kenwood's private office.

The terrible realization of her father's infamy changes Margaret's whole attitude on the question of peace and patriotism, and when Rodney suggests that the only thing he can do to wipe out his conduct is to enlist, she tearfully consents and as he marches down Broadway, we see her standing bravely waving her hand after having presented him with a small silk flag in token of the fact that she applauds his patriotism.

WHAT YOU WANT TO KNOW ABOUT "THE THING WE LOVE"

TWO BIG STARS, WALLACE REID AND KATHLYN WILLIAMS, WHO WORKED TOGETHER IN THE PARAMOUNT PRODUCTION, "BIG TIMBER," SOME TIME AGO, WHICH MET WITH TREMENDOUS SUCCESS, ARE THE STARS OF "THE THING WE LOVE."

This is a season of patriotism. "The Thing We Love" stirs one of the deepest of human emotions—patriotism. It is a story of war, without war's horrors.

Founded upon the story by H. B. and M. G. Daniel, "The Thing We Love" has been directed by Lou-Tellegen, famed as the director of Madame Sarah Bernhardt's first photoplay, and also as her leading man on the stage.

WALLACE REID HAS APPEARED WITH GERALDINE FARRAR IN MANY OF THE SCREEN'S GREATEST PRODUCTIONS, SUCH AS "MARIA ROSA," "CARMEN" AND "JOAN THE WOMAN." HE IS ONE OF THE MOST POPULAR MALE STARS OF FILMDOM.

Kathlyn Williams, star of "Redeeming Love," "Out of the Wreck," "The Cost of Hatred," "The Highway of Hope" and "Big Timber," has also a tremendous following Both are well known. *"The Thing We Love" with these two stars will prove a sensation in any community with its patriotic theme and the drawing power of the stars and director.*

The cast includes Tully Marshall, famous character actor of "Oliver Twist" fame; Mayme Kelso, Charles Ogle and Billy Elmer, probably the screen's most famous detective.

Harvey Thew, who wrote the scenario, was responsible for the screen versions of many other popular Paramount productions—such as "The Big Sister," "The Kiss," "The Years of the Locust," "The School for Husbands," and others.

OUR COUNTRY'S ENEMIES ARE FOXY. THEY WORK IN THE DARK AND STRIKE A MAN DOWN FROM BEHIND. In "The Thing We Love" there is graphically portrayed a Hun plot to injure this country and our Allies, and the way one strong young man and his sweetheart were able to prevent a terrible explosion is shown with vivid intensity.

NOW YOU KNOW the points in favor of "The Thing We Love" — *how are you going to let your patrons know them?*

ACCESSORIES
(Available at Your Exchange)

Paper
- Two one-sheets
- Two three-sheets
- Two six-sheets

Photos
- Ten 8 x 10 black and white
- Eight 11 x 14 colored gelatine
- Two 22 x 29 colored gelatine
- 8 x 10 photos of star

Cuts and Mats on Production
- Five one-column
- Three two-column
- Two three-column

Stock Cuts and Mats of Star
- Five one-column
- Three two-column
- Two three-column

Rotogravure

Series of Advertising Layouts: Mats

Press Book, with sales talk, card and letter announcements, suggestions for lobby and other displays

Slides

Music Cues

THE CAST

RODNEY SHERIDAN..... .....WALLACE REID
MARGARET KENWOOD... ....KATHLYN WILLIAMS
H. D. Kenwood....Tully Marshall
Mrs. Kenwood.....Mayme Kelso
Adolph Weimer.....Charles Ogle
Kenwood's Agent.....Billy Elmer

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POST CARD AND LETTER SUGGESTIONS ON "THE THING WE LOVE"

Post Card No. 1

The Thing We Love

There are many people who disagree as to what we love most, but when it comes down to brass tacks, we usually find that the thing we really love MOST OF ALL is our country, and it is this big theme that is woven around Wallace Reid and Kathlyn Williams in the photodrama, entitled "THE THING WE LOVE," coming to the ..... Theatre next week.

Post Card No. 2

Love or Hate

It is rather a strange coincidence that Kathlyn Williams, who played in "THE COST OF HATRED," should now be co-starring with Wallace Reid in the production entitled "THE THING WE LOVE." Can you answer the question as to what we love most?

For details — dramatically told — see "THE THING WE LOVE" at the ..... Theatre next week.

LETTER

Dear Madam:

Oscar Wilde, in his "Ballad of Reading Goal," said: "All men kill the thing they love, by all let this be heard," and continues on in this strain, and some time—in fact, very often—we find that this is true whether in every day life or in public life.

Wallace Reid, as the star in his most recent photodrama, "The Thing We Love," very nearly does the same thing by killing the thing he really loves, through the viewpoint of a faulty perspective. The story is particularly timely, in that it deals with the present war in Europe, although it shows none of the war's horrors. The scene is set in the period just prior to our own entrance in the great world war, and deals with German plotters who attempt to injure the manufacturer making war munitions for the Allies.

How Wallace Reid, as the Pacifist, endeavors to talk against war; has his reputation ruined by the munition maker, and how he almost kills the thing he loves is shown in this intense and gripping photodrama of the present day.

Kathlyn Williams portrays the part of Margaret Kenwood, his sweetheart, and fellow Pacifist.

We are sure you will want to see these two well-known and popular stars when this production comes to this theatre next week.

Cordially yours,

Theatre.....

Manager.

P. S.—Don't forget that we show all Paramount and Artcraft productions, as well as Burton Holmes travelogues and Bray pictographs.

SUGGESTIONS

For Lobby Display: Inasmuch as this picture deals with the situation and question of the present war, and as the hero finally enlists, I would suggest that you get in touch with the local recruiting station and, if possible, have a man detailed to get recruits from your lobby or from in front of the theatre, having the usual Government army signs: "Men wanted for the army," etc.

You Could Also Carry a Sign in Your Lobby to This Effect: "In 'THE THING WE LOVE' Wallace Reid enlists. Don't be a slacker—don't be a slacker—do your bit and join now."

If you can get in touch with the local recruiting board, you may be able to obtain some of the posters which the various organizations have been putting out for recruiting purposes to assist the Government, and these posters in your lobby would have a good effect.

For Window Display: You might also be able to get a set of these posters and have them prominently displayed in the window of the local sporting goods or hardware store, and with the necessary array of Springfield rifles and Colt Automatics shown in the window. You can furnish the local man who is cooperating with you on the window with a lobby card, stating that

"Wallace Reid will appear in 'THE THING WE LOVE" at the ..... Theatre.

Why not come down and see for yourself what is 'THE THING WE LOVE.'

You can possibly tie up also with the local department store or tailor shop, if they are making uniforms, and have a uniform displayed with other accoutrements and with a similar card to the one above.

Suggestions for Car Card, Newspaper Advertising and Throwaways

What Do You Love Most: Your wife, your parents, your country, your bankbook, or your best girl? That is a question which may be hard to answer for many, but it is best answered by Wallace Reid in "THE THING WE LOVE" at the ..... Theatre next week.

Peace or War

You may have your own opinion regarding the merits or demerits of the present European controversy, and you may be a lover of peace and a Pacifist, or you may be rabidly militant, but the fact remains that whatever our personal feelings may be we should support the Government in its course of procedure as authorized by the majority. Many Pacifists can not see this idea, but Wallace Reid, as a Pacifist leader in "THE THING WE LOVE" finally comes to this conclusion. How this is brought about is best explained by visiting the ..... Theatre any day starting next .....

Our Country's Enemies Are Foxy: They work in the dark and strike a man down from behind. In "THE THING WE LOVE" there is graphically portrayed a Hun plot to injure this country and our Allies, and the way one strong young man and his sweetheart were able to prevent a terrible explosion is shown with vivid intensity. Be sure to see this production at the ..... Theatre commencing .....

PARAMOUNT STAR HAS HAD BRILLIANT CAREER

Wallace Reid, who is to appear at the..... Theatre in "The Thing We Love," is the son of Hal Reid the noted writer of melodrama. He was born in St. Louis twenty-five years ago. Young Reid's first appearance on the stage was at the early age of four, when he played the role of a little girl in "Slaves of Gold."

The Reid family moved to New York when Wallace was ten years old and there he attended the public schools, later going to the New Jersey Military Academy at Freehold, New Jersey. In 1909 his family moved again, this time to Wyoming in the Big Basin district. There young Reid gained a broad experience working on a ranch, running a hotel and later, working on the Government survey of the Shoshone Dam. After this he returned to New York where he secured a job on the New York Star as a cub reporter.

Next, he appeared in vaudeville in "The Girl and the Ranger," a sketch by his father. It was at the close of that season that he entered motion pictures in which he remained for nine months, playing character leads and anything that came his way. It was during this time that he learned to operate a motion picture camera.

As a person of varied accomplishments, it is safe to say that Wallace Reid has no equal on the screen. He has done everything that scenario writers can think of - and some that he thought of himself - including falls, fights, dives, and even a female impersonation with the late John Bunny in the early part of his screen career.

It is since his entrance into Paramount Pictures however, that Wallace Reid has attained his greatest popularity. He has appeared in many of that Company's Pictures and has starred with Cleo Ridgely, Anita King, Myrtle Stedman and Geraldine Farrar. His Paramount Pictures in the order of their appearance are: "The Golden Chance," "The Love Mask," "The Selfish Woman," "The House of the Golden Windows," "The Yellow Pawn," "The Golden Fetter," "The Prison Without Walls," "and The Squaw Man's Son."

While playing opposite Geraldine Farrar in the famous screen version of "Joan the Woman," Wallace Reid reached the pinnacle of success as the unsurpassed popularity of the production testifies.

He is twenty-five years old, six feet, one-half inches tall, smooth complexion, blue eyes and weighs about a hundred and eighty-five pounds. His attractive bungalow in Hollywood, California, is one of the most popular in that little sociable community, where reside many of the Paramount stars and satellites, for among his other accomplishments, Mr. Reid is an expert cook and a splendid musician, being equally at home with the chafing dish, the violin, or the ukelele.

Your leading newspaper will be only too glad to use this biographical story in connection with a cut of the star

Star Stock Cuts and Mats—Kathlyn Williams and Wallace Reid

Issued in sets of ten, consisting of:

Top row—Two three-column cuts and mats
Center row—Three two-column cuts and mats
Bottom row—Five one-column cuts and mats

Always obtainable at your exchange

Ad Cuts with Pep and Punch---They Sell Your Seats

All of these cuts were chosen for their selling power from a large lot of stills. The one and two-column cuts are appealing, economical trade-getters; the three-column cuts dominate by sheer force of size and attractiveness. We have had the half-tones engraved so that they will print well on newspaper under good conditions, but unless your printer uses good ink and paper and is exceptionally conscientous in his work, hesitate before you use them. A line cut will print well under almost any conditions.

JESSE L. LASKY

Presents

Wallace Reid and Kathlyn Williams

in

"The Thing We Love"

By Harvey Thew

Founded upon the story by H. B. & M. G. Daniel. Directed by Lou-Tellegen

Spies and perfidy lose their kick when Wallace Reid gets on the job.

The best drama of love and intrigue that the great star of "The Hostage" and co-worker in "Carmen" and "Joan, the Woman" has ever played in. All this week at this theatre.

NO WAR SCENES

OTHER ATTRACTIONS *or* MUSICAL PROGRAM

Admission Prices

Your Theatre

Single-Column Half-tone

JESSE L. LASKY Presents

WALLACE REID and KATHLYN WILLIAMS

in "The Thing We Love"

By Harvey Thew. Founded upon the Story by H.B. and M.G. Daniel. Directed by Lou-Tellegen.

A Paramount Picture

Paramount Pictures

A $10,000 Job $10,000 to blow up a munition factory. That's the price that will be paid in this picture of intrigue and perfidy, triumphed over by an American girl's love for one of the plotters. A picture too good to miss.

NO WAR SCENES

Other Attractions or Musical Program

Admission Prices

Name of Your Theatre

Double-Column Line Cut

Henry Hudson discovered Broadway, but it took advertising a la Cohan to make it pay

JESSE L. LASKY *Presents*

WALLACE REID and KATHLYN WILLIAMS

in "The Thing We Love"

Spies—

Red-blooded American love—

Scenes in a real ammunition plant and—

Wallace Reid

help make this one of the most sensational pictures of the year. Don't miss it.

NO WAR SCENES

Other Attractions
OR
Musical Program

ADMISSION PRICES

Your Theatre

Single Column Line Cut

JESSE L. LASKY presents

Wallace Reid and Kathlyn Williams in "The Thing We Love"

By HARVEY THEW

Founded upon the story by H. B. and M. G. DANIEL Directed by LOU-TELLEGEN

Over Here the war is being fought as bitterly if not as noisily as "over there." ¶ See this picture of intrigue, plots and duplicity, with a vein of red-blooded American love running through it all. Don't miss it.

NO WAR SCENES

Other Attractions or Musical Program

ADMISSION PRICES

Name of Your Theatre

Double Column Half-tone

We often wonder whether advertising made Teddy, or Teddy advertising

Jesse L. Lasky *Presents* **Wallace Reid and Kathlyn Williams**

in "The Thing We Love"

By Harvey Thew, founded upon the story by H.B. and M. G. Daniel
Directed by Lou-Tellegen

Scenes in a Real Munition Factory See this powerful picture of spies, plots and perfidy with a ripping story of warm-hearted American love running through it all. You can't afford to miss this picture.

NO WAR SCENES

Other Attractions

Musical Program

ADMISSION PRICES

Name of Your Theatre

Triple Column Half-tone

When it needs advertising to sell a government bond, where do we stand?

JESSE L. LASKY *Presents*

WALLACE REID and KATHLYN WILLIAMS

"The Thing We Love" By Harvey Thew

Founded upon the Story by H.B. and M.G. Daniel, Directed by Lou-Tellegen

A Paramount Picture

Spies Alround About Us See the red-blooded story of military spies, sinister intrigue with a burning love story running through it all. Some of the most dramatic scenes are laid in a real munition factory. Don't miss it.

NO WAR SCENES

Other Attractions	ADMISSION PRICES
Musical Program	**Name of Your Theatre**

Triple Column Line Cut

Getting business without advertising is like winking at a girl in the dark; you can't expect results

Cover your town with this paper and you will fill every seat at every performance

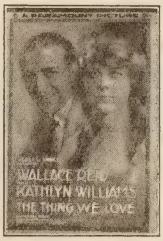
Always obtainable at your exchange

Six-sheet

Six-sheet

Three-sheet

One-sheet



One-sheet

Three-sheet

Slide

Stock Production Cuts and Mats—"The Thing We Love"

Issued in sets of ten consisting of

Top row—Two three-column cuts and mats
Center row—Three two-column cuts and mats
Bottom row—Five one-column cuts and mats

Always Obtainable At Your Exchange

REDUCED AS SHOWN ABOVE

Exhibitor's Press Book

Advance and current publicity, advertising helps, accessories, etc
Charles Kenmore Ulrich, Editor

Jesse L. Lasky presents

WALLACE REID

in

"THE HOUSE OF SILENCE"

From the novel "Marcel Levignet" by Elwyn Barron
Scenario by Margaret Turnbull, Directed by Donald Crisp
(By arrangement with Duffield & Co.)

A Paramount Picture

Get music cues at your Exchange

What Exhibitors Should Know About The Paramount Picture

"THE HOUSE OF SILENCE"

THE STAR..... WALLACE REID, a leading Paramount star, supported by Ann Little. Mr. Reid is widely known for his strong characterizations in "Joan the Woman," "The Woman God Forgot," "The Devil Stone," and other Artcraft successes. Miss Little has rendered him highly capable support in many of his recent Paramount pictures, her work stamping her as an actress of rare ability.

DIRECTOR..... Donald Crisp, who directed "Ramona" and other photoplays, assisted by N. Deverich.

AUTHOR..... Elwyn Barron, noted fiction writer, whose novels have a wide sale.

SCENARIO..... By Margaret Turnbull, distinguished scenarioist whose picturization of "Eve's Daughter" and other well known Paramount photoplays have placed her in the front rank in her profession.

STORY..... A thrilling drama in which a wealthy clubman is called into a mysterious house where a murder has been committed. A hatpin is found and with this clew the clubman, who is an amateur detective, finds the woman slayer, and after exposing the secret of the mysterious house at the risk of his life, learns to love the woman who was forced to kill to save her honor.

PHOTOGRAPHY..... By Henry Kotani, who has presented a series of views unrivalled for purity of focus and clearness of perspectives.

PLAYERS..... In the support of Mr. Reid, beside Ann Little, are Adele Farrington, Winter Hall, Ernest Joy and H. A. Barrows, all of whom are noted for the conscientiousness and intelligence of their characterizations.

ACCESSORIES
(Can be obtained from your Exchange)

Two one-sheets
Two three-sheets
One six-sheets

Photos
8 8x10 black and white
8 11x14 sepia
8x10 photos of star
1 22x28 photo of star, sepia

Cuts and Mats on Production
Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of Star
Five one-column
Three two-column
Two three-column

Rotogravure

Series of Advertising Layouts—With Mats

Press Book with sales talk, card and letter announcements, suggestions for lobby and other displays.

Heralds

Slides

Window Cards

Music Cues

"The House of Silence"

THE CAST

Marcel Levignet
WALLACE REID

Toinette Rogers.....Ann Little

Mrs. Clifton...Adele Farrington

Dr. Rogers.....Winter Hall

Leroy.....Ernest Joy

Carter.....H. A. Barrows

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Latest Releases

Letters to Exploit "THE HOUSE OF SILENCE"

Post Card No. 1

(To be sent nine days before showing)

.....

Dear Madam:—We are pleased to inform you that Wallace Reid's newest Paramount picture, "The House of Silence," an absorbing mystery photoplay, will be presented at the.....Theatre, on.....

We are sure this presentation will interest not only the admirers of Mr. Reid, but all who love the unusual in picture dramas. We hope you will find it convenient to witness the first showing of this excellent photoplay.

Yours sincerely,

.....

Manager.

Post Card No. 2

(To be sent six days before showing)

.....

Dear Madam:—The presentation of "The House of Silence," the super-photoplay featuring Wallace Reid, the famous Paramount star, at the..... Theatre, next.....is rousing the deepest interest of motion picture devotees of the highest class.

The story of this superb Paramount picture embraces in every scene the elements of mystery, absorbing drama and intense heart appeal. We feel sure that you will not miss the opportunity afforded you to see it.

Yours sincerely,

.....

Manager.

SUGGESTED LETTER

(To be mailed three days before showing)

.....

Dear Madam:—If there were a mysterious building in your vicinity known as "The House of Silence" which everybody avoids, and if you were passing it one night and a woman, sad-eyed, agitated and frightened, were to ask you to enter and render aid to a man dying therein, what would you do?

This is precisely the situation that confronts Wallace Reid, who portrays the role of an amateur detective and clubman of wealth, in "The House of Silence," the great Paramount photoplay which is to be presented at the.....Theatre, ... How he fulfilled the mission imposed upon him by a girl who slew with a hatpin the man who sought to dishonor her, is thrillingly told in this splendid picture production.

If you can find it convenient to be present at the first showing of "The House of Silence," we feel certain you will be well rewarded. The picture will be presented with unusual lavishness of display, with accessories fully in keeping with the importance of the production, and a special programme of music.

Trusting that the members of your family, as well as yourself, will honor us by attending the display of this picture at our theatre, and promising you an evening of excellent entertainment, we remain,

Yours sincerely,

.....

Manager.

Follow-Up Post Card

(To be sent to to arrive on date of showing)

.....

Dear Madam:—We beg to remind you that the display of the great Paramount picture, "The House of Silence," starring Wallace Reid, one of the most popular screen actors in this country, begins today (.....). Respectfully urging that you cannot afford to miss seeing this superb photo-production, we remain,

Yours sincerely,

.....

Manager.

Advertising Suggestions for "THE HOUSE OF SILENCE."

LOBBY DISPLAY: Frame some canvas two yards square and paint thereon the front of an old building of three stories, somewhat dismantled in appearance, and about this letter artistically the following:

"THIS IS 'THE HOUSE OF SILENCE,' THE ABODE OF MYSTERY, WHICH WILL BE ON VIEW HERE NEXT....."

Also, you may fasten an ordinary woman's hatpin and purse to a framed card which stands upon an artist's easel at one side of the lobby. Paint this inscription thereon:

"THESE ARTICLES WERE THE ONLY CLEWS TO THE HOMICIDE IN 'THE HOUSE OF SILENCE,' BUT HOW THEY SERVED TO REVEAL THE IDENTITY OF THE SLAYER WILL BE EXPLAINED HERE ON....."

WINDOW DISPLAY: You might have department stores or other merchants making a specialty of women's articles tie up with you in extra displays of hatpins and fine purses during the display of the picture at your theatre, taking care to supply them with neatly lettered or printed cards bearing the following inscriptions:

"A HATPIN LIKE THESE WAS THE MEANS OF SAVING A WOMAN'S HONOR IN 'THE HOUSE OF SILENCE,' WHICH IS TO BE SHOWN AT THE .....THEATRE NEXT....."

"A WOMAN'S PURSE SUCH AS ARE SHOWN HERE LED TO THE UNRAVELLING OF THE MYSTERY OF 'THE HOUSE OF SILENCE,' WHICH IS TO BE DISPLAYED AT THE.....THEATRE NEXT...."

CAR CARDS: Place in cars and other public conveyances cards bearing the following reading matter in large type beside the imprint of a tumble-down house:

"THIS IS 'THE HOUSE OF SILENCE' AND MYSTERY WHICH WILL BE SEEN AT.....THEATRE NEXT ....."

"HOW THE MYSTERY OF 'THE HOUSE OF SILENCE' WAS DISCLOSED WILL BE SHOWN AT THE..... THEATRE NEXT .....

NEWSPAPER ADVERTISING: You may reproduce to advantage photographs of your lobby display in large space advertising, and in your reading matter play up the mystery of "The House of Silence" conspicuously. Some of these lines are suggested as a guide:

THE HOUSE OF MYSTERY AND CRIME, ITS SECRETS EXPOSED IN THE GREAT PHOTOPLAY, "THE HOUSE OF SILENCE."

WITH A HATPIN AND PURSE AS CLEWS AN AMATEUR DETECTIVE SOLVES THE MYSTERY OF "THE HOUSE OF SILENCE," TO BE SHOWN AT... .....THEATRE NEXT .....

STREET DISPLAY: Build of canvas and frame a roofed structure, to which fasten signs as above and place it on express wagon and have man drive through the streets. A band may be used to advantage in this form of exploitation.

For Special Suggestion on this Production or any others write

EXHIBITORS' SERVICE DEPARTMENT

485 Fifth Avenue, New York

"THE HOUSE OF SILENCE"

THE CAST

Marcel Leviget.....Wallace Reid
Toinette Rogers.....Ann Little
Mrs. Clifton.....Adele Farrington
Dr. Rogers.....Winter Hall
Leroy.....Ernest Joy
Carter.....H. A. Barrow

THE STORY

Gloomy and of forbidding aspect, "The House of Silence" is known to every policeman and detective in New York, among the latter being Marcel Levignet, a clubman of wealth and an amateur detective. The house, known as the residence of a mysterious Mrs. Clifton, is believed to be a rendezvous for thieves and notorious characters, but the police, despite all their efforts, are unable to find incriminating evidence against the woman.

On leaving his club one night, Levignet is accosted by a young woman who has just emerged from "The House of Silence." Greatly agitated, she informs him that a man is dying in the house and is in urgent need of surgical aid. She disappears and Levignet summons Dr. Rogers from the club and both enter the mysterious dwelling.

Lying on the floor in one of the rooms, they find the body of a man. While Levignet searches the room for clews, Dr. Rogers discovers a hatpin in the breast of the slain man, and on examining it is shocked to recognize it as one he had presented to his daughter Toinette, for a Christmas present. He seeks to hide the incriminating clew, but Levignet takes possession of it, firmly resolved to discover the identity of its owner. The body of the murdered man is that of Judge Carter, a prominent jurist, and to protect the members of his family, Dr. Rogers conceals the real cause of his death and announces that his demise was due to heart failure suffered in the street while passing the mysterious house of silence.

On returning home, Dr. Rogers finds his daughter Toinette, agitated to the point of madness. He induces her to confide the truth to him and she tells him how, when passing the house she had been induced to enter the place on the representation of a woman that she had been injured and was in need of instant assistance. Once in the house, Toinette explained, she was attacked by a strange man, and in the struggle she thrust her hatpin in his breast. Dr. Rogers assures her that the hatpin has been destroyed and that there is ample proof that heart disease was the cause of Judge Carter's death.

Meanwhile, Levignet continues his search for the slayer. He encounters Toinette one day and follows her to a Roof Garden where a Red Cross fair is in progress. At the same function is present the notorious Mrs. Clifton, and in her hand she carries a purse belonging to Toinette, her purpose being to employ it as a weapon to enforce silence on Toinette's part should she be disposed to reveal the secret of Judge Carter's death. Toinette observes her purse, which Mrs. Clifton does not fail to display conspicuously, and believing her arrest with consequent disgrace must ensue, she attempts to jump to death from the roof.

Divining her purpose, Levignet prevents the suicide and resolves to protect her. Without disclosing her part in the death of Judge Carter, Toinette supplies Levignet with information regarding "The House of Silence" and he decides to visit the place. Mrs. Clifton unwittingly becomes his accomplice in this and entices him into the building, her purpose being to imprison him. He narrowly escapes death when he makes the timely discovery of a trap door which Mrs. Clifton is about to spring, and which he evades. He has a desperate battle with two husky henchmen of Mrs. Clifton, both of whom he vanquishes, and in the struggle he obtains posession of Mrs. Clifton's strong box, in which he later finds ample proof of the woman's notorious criminal operations.

Levignet handcuffs Mrs. Clifton and her confederates and turns them over to the police. Recovering Toinette's purse, he returns it to her and then makes the discovery that he loves her. Realizing what she owes to him, she readily consents to become his bride.

TRADE MARK
Paramount Pictures

NEWSPAPER REVIEW

To be sent out for publication on the day following the first showing of "THE HOUSE OF SILENCE"

WALLACE REID SCORES TRIUMPH IN "THE HOUSE OF SILENCE" AT THE.....THEATRE

The mere announcement that Wallace Reid was to be seen in a new photoplay, was sufficient to pack the.....Theatre yesterday when his new Paramount vehicle, "The House of Silence" was displayed. The photoplay was in every respect a satisfying production, and that it pleased all alike was evidenced by the rapt attention paid to every scene that was flashed and which unfolded one of the most absorbingly dramatic picture plays ever seen in this city.

Mr. Reid appears as a wealthy clubman who has a Holmes-like hobby for investigating mysterious crimes. In his community there is a mysterious mansion known as "The House of Silence" which, although suspected by the police to be the rendezvous of criminals led by a Mrs. Clifton, had baffled every official effort to discover evidence of criminality. One night Levignet, the clubman and amateur detective, in passing the house sees a girl flee from it in excitement and she informs him that a man is dying in the house and needs a physician's care.

Levignet summons Dr. Rogers and they enter the house together, where they find the body of Judge Carter. He had been slain with a hatpin, and on examining it, Dr. Rogers is appalled when he recognizes it as the property of his daughter Toinette. The latter confesses to her father that she had been enticed into the house by Mrs. Clifton on the plea that she was ill and needed assistance, and that she had been attacked by Judge Carter. In a desperate struggle to save her honor, she said she had stabbed him with the hatpin and made her escape.

Dr. Rogers conceals the truth and announces that Judge Carter had died from heart disease. Meanwhile, Levignet is seeking the owner of the hatpin and one day encounters Toinette at a roof garden with Mrs. Clifton, the latter carrying Toinette's purse which she has retained to insure silence on the girl's part. Believing her identity as the man's murderer is about to be established, Toinette attempts to jump to death from the roof of the building. Levignet frustrates her design and questions her. Levignet later enters the mysterious habitation and after a desperate battle with thugs, finds loot and sufficient evidence to hang an army of rascals such as made the place their headquarters.

The story is tense, the action rapid, and there is not a dull moment in the picture. Manager..... gave it a splendid setting in the way of accessories and incidental music, and this contributed materially to make the representation one of unusual interest.

To be sent to Newspapers daily for one week in advance of the first showing of "THE HOUSE OF SILENCE"

WALLACE REID IN FINE NEW PARAMOUNT PICTURE "THE HOUSE OF SILENCE"

Manager....., of the.....Theatre, announces that the new Paramount picture, "The House of Silence," starring Wallace Reid, will be presented at his playhouse on.....next. The popularity of Wallace Reid, who is supported by Ann Little, a picture actress of no little prominence, not to speak of the dramatic qualities of his newest vehicle, should be sufficient to attract immense audiences during the run of her photoplay.

The story of "The House of Silence" deals with the adventures of a wealthy amateur Sherlock Holmes, in tracing the perpetrator of what is believed to be a murder in a mysterious dwelling. It is true a man was killed, and a respected Judge at that, but the homicide was committed by a young woman in defence of her honor. The dramatic thrills which the development of the story create, the heart interest and comedy are happily combined, and will interest all alike. The picture is based upon the novel of Elwyn Barron and the scenario was written by Margaret Turnbull, a famous scenarioist. Donald Crisp directed the production.

STRONG PARAMOUNT PHOTOPLAY AT THE....THEATRE NEXT....

The history of detective fiction made famous by Gaboriau, Poe and Sir Conan Doyle, contains few less thrilling incidents that those which are disclosed in Wallace Reid's newest Paramount picture, "The House of Silence," which is to be shown at the.....Theatre, next..... In this photoplay, Wallace Reid portrays the role of a wealthy clubman whose hobby is the investigation of crime and in which he is exceptionally clever. He learns of a supposed murder in a mysterious house and with a hatpin and purse as the sole clews to the perpetrator of the crime, he begins his inquiry. Naturally, there are numerous complicating, thrilling incidents in the unraveling of the mystery, but he does his work artistically and his reward is the love of a woman who figures largely in the story. The picture is based upon a novel by Elwyn Barron and the scenario was written by Margaret Turnbull. The director was Donald Crisp of "Ramona" fame.

"THE HOUSE OF SILENCE" WALLACE REID'S NEW PHOTOPLAY AT THE....THEATRE

An ideal cast has been provided for Wallace Reid in his latest Paramount photoplay, "The House of Silence," which will be the feature of Manager.... bill at the.....Theatre, next..... Chief among his support is Ann Little, one of the most charming of screen actresses, who appeared with him in "Nan of Music Mountain" and "Rimrock Jones," both Paramount pictures. Others in the cast are Adele Farrington, who will be seen as an adventuress, Winter Hall, Ernest Joy and H. A. Barrow.

As its title indicates, "The House of Silence" is a mysterious romance that involves the slaying by a young woman of a man in defence of her honor, she employing a hatpin for that fell purpose; the tracing of the slayer by an amateur wealthy detective, and the revelation of the secret of the house by him after a series of tensely interesting happenings. The picture is one of exceptional merit, the photography excellent, and it is in every respect worthy of the commendatory reviews which have been accorded it elsewhere since its release.

MYSTERIOUS CRIME BASIS OF UNUSUALLY TENSE STORY OF "THE HOUSE OF SILENCE"

If you were passing a dark house in a lonely street, and if a girl told you of a man dying within, what would you do? That situation confronted Marcel Levignet, an amateur detective and clubman of wealth, portrayed by Wallace Reid in his latest Paramount picture, "The House of Silence," which is to be displayed at the..... Theatre, next.....

The story of this exceptional photoplay is intensely dramatic, and in the development of the plot a hatpin and woman's purse are the only clews Levignet can discover in his effort to trace the slayer. He finds her at last, only to learn that the slaying was legally justified, but it did not need this conclusion to inspire love for the distressed girl in the heart of the clubman-detective. After a series of thrilling incidents he unmasks the secret of the mysterious house and wins a pretty bride.

(Continued on page 11)

(Continued from page 9)

Ann Little plays the part of the girl in the case with rare effectiveness. The picture is based upon the story by Elwyn Barron, the scenario was written by Margaret Turnbull, a scenarioist of ability, and the production was directed by Donald Crisp, whose remarkable work in "Ramona" is well remembered.

"THE HOUSE OF SILENCE" AT.....THEATRE NEXT.....

When women stoop to crime, they are the most subtle and dangerous of criminals. This truth is amply borne out in "The House of Silence," the new Paramount picture starring Wallace Reid, which is to be displayed at the.....Theatre, next..... In Mr. Reid's support will be seen, aside from Ann Little, a popular screen artiste, Adele Farrington, an actress of unusual ability, who portrays the role of the leader of a desperate band of thugs. Her connection with the murder of Judge Carter in her domicile, the mystery of the house and other strange phases of the story by Elwyn Barron, afford some of the most exciting moments in this thrilling photoplay.

WALLACE REID HAS CONGENIAL ROLE IN "THE HOUSE OF SILENCE"

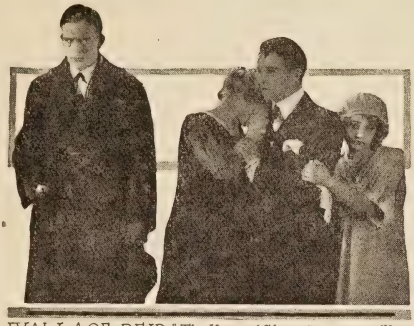
There are few more popular stars in the screen world than Wallace Reid, who will be seen in "The House of Silence," which is to be shown at the .....Theatre next..... Mr. Reid achieved fame through his recent support of Geraldine in such notable pictures as "Joan the Woman," "The Woman God Forgot" and "The Devil Stone," in which he appeared as leading man for Geraldine Farrar. In "The House of Silence" he displays his versatility as an amateur detective, and with the aid of a hatpin and woman's purse, he discloses the identity of a girl slayer and he thus unravels the mystery of a rendezvous for thieves which long has been under police surveillance. Manager .....states that this is one of the best photoplays thus far displayed in this city.

"THE HOUSE OF SILENCE" TODAY'S FEATURE AT.....THEATRE

The new Paramount photodrama featuring Wallace Reid, "The House of Silence," will be the attraction at the.....Theatre today. It is a remarkable picturization of Elwyn Barron's novel by Margaret Turnbull and the story has to do with the investigation by a rich clubman of a murder in a mysterious house. With a hatpin and purse as his only clews, he begins his work. How he accomplishes his object and after developing that the slaying was the work of a girl fighting to preserve her honor, wins the love of that young woman, is told in a series of scenes as thrilling as they are captivating. Manager.....has made preparations to accommodate the record crowds of the season at his attractive playhouse.

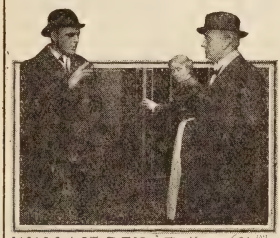
TRADE MARK
Paramount
Pictures

Wallace Reid *in* "The House of Silence"



WALLACE REID in "The House of Silence" A Paramount Picture

WALLACE REID in "The House of Silence" A Paramount Picture



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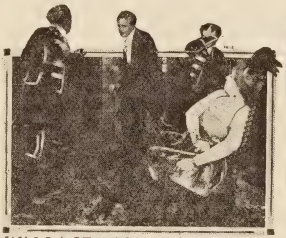

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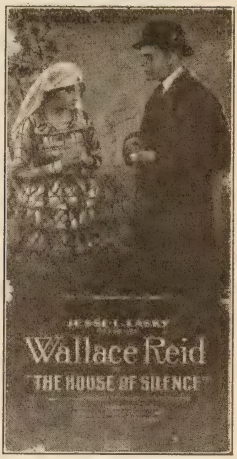

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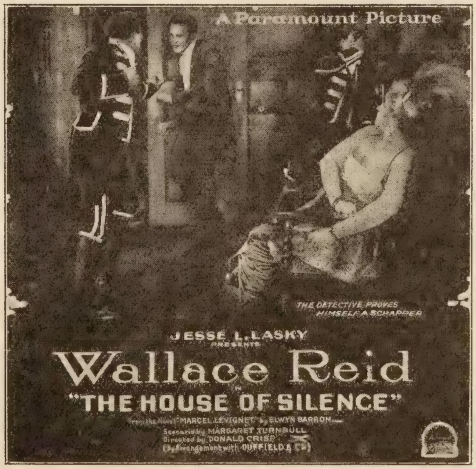

Six Sheet

One Sheet

Pauline Frederick. . . . "Mrs. Dane's Defense"
George Beban. . . "Jules of the Strong Heart"
Jack Pickford and Louise Huff "The Spirit of '17"
Wallace Reid. . . . . "Rimrock Jones"
Blackton's. . . . . "The World For Sale"
Julian Eltinge. . . . . "The Widow's Might"
Charles Ray. . . . . "The Hired Man"
Pauline Frederick. . . . . "Madame Jealousy"
Vivian Martin. . . . . "A Petticoat Pilot"
Enid Bennett. . . "The Keys of the Righteous"
Sessue Hayakawa. . . . . "Hidden Pearls"
George Beban. . . . . "One More American"
Blackton's . . . . . "Wild Youth"
Billie Burke. . . . . "Eve's Daughter"

Elsie Ferguson. . . . . "Rose of the World"
William S. Hart. . . . . "Wolves of the Rail"
Mary Pickford. . . . . "Stella Maris"
Elsie Ferguson. . . . . "The Song of Songs"
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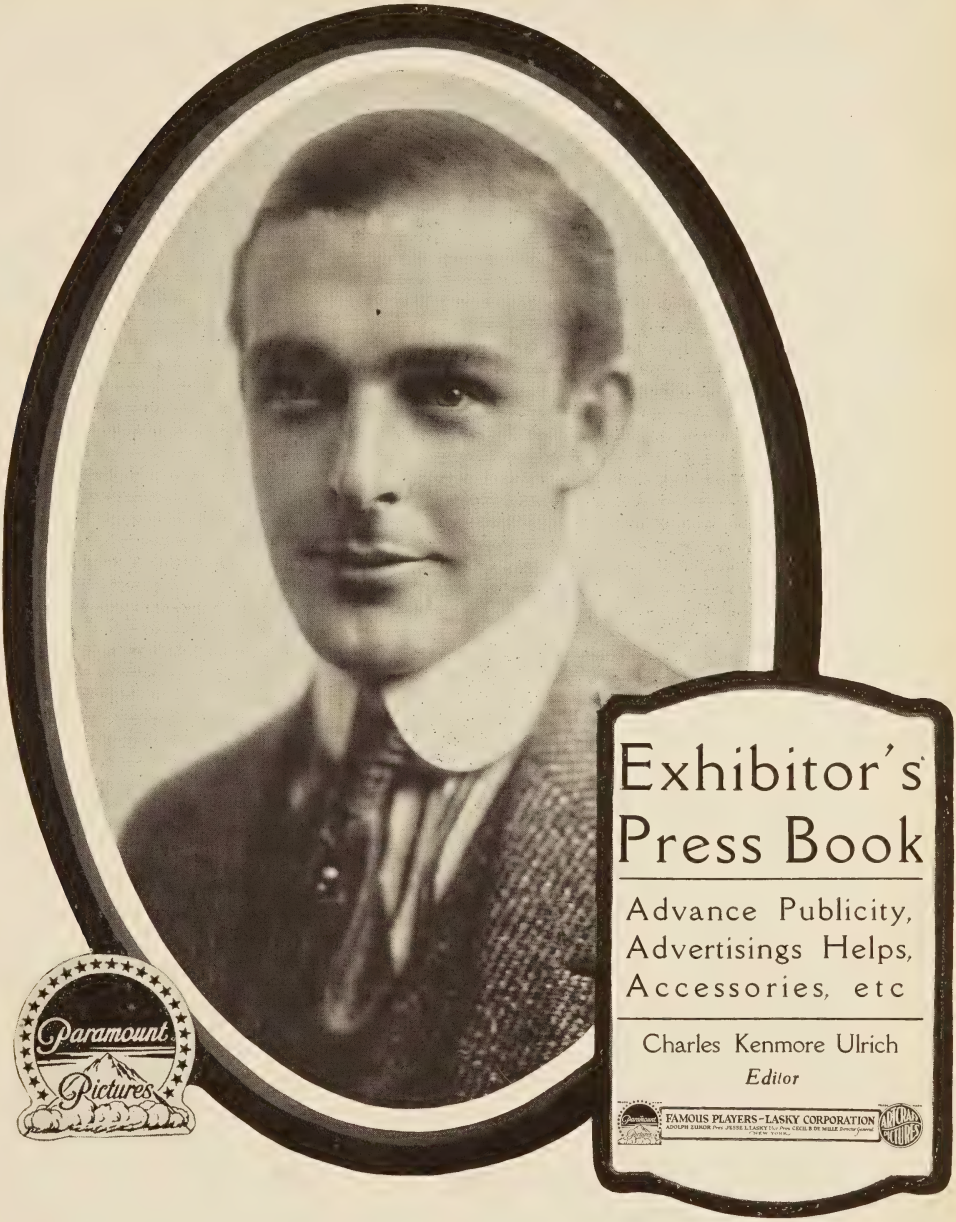
"BELIEVE ME, XANTIPPE"



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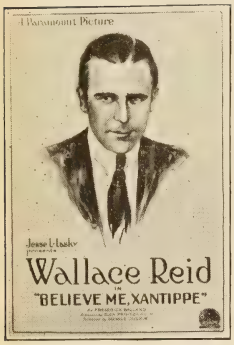

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PUBLICITY AND ACCESSORIES

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR, Pres. JESSE L. LASKY, Gen. Pres. CECIL B. DE MILLE, Director General
NEW YORK

AD CUTS and MATS

Some Facts of Interest Concerning "Believe Me, Xantippe"

WALLACE REID, THE STAR

WALLACE REID, star of "Believe Me, Xantippe," although a young man, is old in his art and by his skill and strong personality he has made himself a top-notcher in the motion picture field. He inherited his talents, for he is the son of a prominent playwright and he is himself a dramatic writer of no mean ability. He has been a motion picture actor for several years and he became famous when he supported Geraldine Farrar in such Art-craft pictures as "Joan the Woman," "The Woman God Forgot," "The Devil Stone" and others, all of which achieved permanent success. Mr. Reid's latest previous picture was "The House of Silence," in which he scored decisively with the public. He is essentially a man of many parts and aside from being a most capable player, his personal qualities are such as to endear him to the many motion picture fans who march beneath his banner.

FREDERICK BALLARD, AUTHOR

THE story of "Believe Me, Xantippe" is based upon the play of the same name, written by Frederick Ballard, a noted playwright, which was first produced as a Harvard prize play in Boston and then at the Thirty-ninth Street Theatre, New York, on August 13, 1913, with great success. Mr. Ballard is a writer of the first-class and his ability is proven by the high quality of the story of this play, which has lent itself to the most adequate picturization. In the stage version appeared Theodore Roberts and Frank Campeau, two famous motion picture actors.

THE SCENARIOIST

EXCELLENT work was done in the picturization of this photoplay by Olga Printzlau, one of the most capable screen writers identified with motion pictures. None of the beauties of the play have been lost in this admirable picturization, and the continuity is perfect.

DONALD CRISP, DIRECTOR

ALTHOUGH he is one of the younger directors in motion pictures, Donald Crisp has evinced talents of the highest order and in this picture, he is seen at his best. He has several picture successes to his credit, but it is believed that "Believe Me, Xantippe" will rank as one of the best photoplays in point of direction, produced in many months. His dramatic sense is splendidly developed and his mastery of the numberless details that attend the making of successful pictures is unquestioned. He was capably assisted in the production of "Believe Me, Xantippe," by Nat Deverich, a young director who soon will be heard from.

AN UNUSUAL STORY

A WEALTHY clubman, whose favorite expression is "Believe Me, Xantippe," on discovering that his apartment has been robbed, one night bets $20,000 with two friends that he can commit a crime and elude the police for a year. He forges a check for $100 and goes to Colorado, followed by many police circulars, where he lives for eleven months on a ranch. In the mountains he meets the daughter of a Sheriff and she asks him if he is hungry. When he replies "Believe Me, Xantippe, I am," she recalls a police circular she had read and recognizes him as the fugitive her father has been looking for, and with the aid of a gun, arrests him. He believes he has lost his wager, but it develops that his captor was not a legal officer of the law, in accordance with the terms of the wager, and in addition to winning his wager, he makes his fair captor his captive for life. There are numerous thrilling scenes which make this photoplay one of great attractiveness from a dramatic standpoint.

MR. REID'S SUPPORT

MR. REID has a splendid cast of players in his support in this photoplay. Chief among these are Ann Little, a charming actress, James Cruze, one of the best character actors in motion pictures, Ernest Joy, Henry Woodward, James Farley, Noah Beery, Charles Ogle, Winifred Greenwood and Clarence Geldert, all players of excellent repute and high artistic attainments.

THE PHOTOGRAPHY

THE excellent photography which is evidenced in every scene of this picture is the work of Henry Kotani, a cameraman of more than average ability identified with the Lasky Studios.

PERTINENT REMARKS

EXHIBITORS who have shown Wallace Reid pictures, will find this photoplay a box office winner, provided care is taken to exploit picture and star to the fullest extent. To that end exhibitors are urged to make free use of the accessories and publicity stories provided for them and which are presented elsewhere.

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SPECIAL FEATURE ARTICLE

For Use of Exhibitors in Their House Organs or by Editors Who Desire Original Matter Regarding Wallace Reid or "Believe Me, Xantippe."

WALLACE REID HAS MOST CHARMING NEW PHOTOPLAY IN "BELIEVE ME, XANTIPPE"

Popular Paramount Picture Star is An Actor of Ability Who Has Won Success by His Talents and Hard Work

IS IT possible for a man to commit a crime and elude the police for a year? The question has been answered in the affirmative on some occasions as the police records of large cities will prove, but when a girl with a shotgun takes a hand, there is a different story to tell as Wallace Reid, the popular Paramount star, proves by his characterization of George MacFarland, a wealthy clubman, in his newest photoplay, "Believe Me, Xantippe," which will be displayed at the ..... Theatre next .....

Even Wallace Reid might have remained in retirement without discovery and never have risked the loss of his wager of $20,000, had it not been for his reply of "Believe Me, Xantippe, I am," to the question of a sheriff's daughter, asking him if he was hungry. This phrase was his habit and it got him into serious trouble when he least expected it. But all this serves to prove that Wallace Reid will, through this latest photoplay vehicle, add new laurels to his wreath of fame as a motion picture star of the first magnitude.

Wallace Reid is the son of Hal Reid, the noted writer of melodrama. He was born in St. Louis twenty-five years ago. Young Reid's first appearance on the stage was at the early age of four, when he played the role of a little girl in "Slaves of Gold."

The Reid family moved to New York when Wallace was ten years old and there he attended public schools, later going to New Jersey Military Academy at Freehold, New Jersey. In 1909 his family moved again, this time to Wyoming in the Big Basin district. There young Reid gained a broad experience working on a ranch, running a hotel and later working on the government survey of the Shoshone Dam. After this he returned to New York, where he secured a job on the New York Star as a cub reporter.

Next he appeared in vaudeville in "The Girl and the Ranger," a sketch by his father. It was at the close of that season that he entered the motion picture industry with which he remained for nine months, playing character leads and anything that came his way. It was during this time that he learned to operate a motion picture camera.

But, tiring of this varied work, he accepted a position on the editorial staff of the "Motor Magazine" and it was while acting in this capacity that he secured the motion picture rights to "The Confession" and sold it outright to a company with the proviso that both he and his father should appear in the production.

For eleven months he continued with this company playing leads opposite Florence Turner and others. Later he went West, where he again acted as general all-around man with one of the smaller companies, directing, acting, setting up the camera, or writing the scripts as the occasion required. Just before joining the Lasky forces he was with D. W. Griffith.

As a man of varied accomplishments, it is safe to say that Wallace Reid has no equal on the screen. He has done everything that scenario writers can think of—and some that he thought of himself—including falls, fights, dives, and even a female impersonation with John Bunny in the early part of his screen career. It was during the filming of the "Lost House," one of his earlier productions, that he was required to jump from the third story of a burning building into a life net. As he was falling, one of the men holding the net tripped over a hose, while another misguided person turned a full stream of water upon Reid with the result that he hit on the edge of the net and was laid up for a month with a badly dislocated hip. Another big scene that Reid did was the great saloon fight in "The Clansman," in which Reid and the men fought all day. Over twenty-five hundred feet of film were taken of this scene.

While playing opposite Geraldine Farrar in the famous screen version of "Joan the Woman," Wallace Reid reached the pinnacle of success as the unsurpassed popularity of the production testifies as he did in "The Woman God Forgot," and "The Devil Stone."

He is twenty-five years old, six feet, one-half inch tall, smooth complexion, blue eyes and weighs about a hundred and eighty-five pounds. His attractive bungalow in Hollywood, California, is one of the most popular places in that sociable little community, where reside most of the Lasky stars and satellites, for among his other accomplishments, young Reid is an expert cook and a splendid musician, being equally at home with the chafing dish, the violin or the ukulele.

CAST AND STORY OF "BELIEVE ME, XANTIPPE"

For Use of Exhibitors in Their House Organs or for General Newspaper Publicity.

CLUBMAN BETS $20,000 HE CAN COMMIT CRIME AND ELUDE POLICE FOR ONE YEAR

Interesting Theme of "Believe Me, Xantippe," the New Paramount Photoplay Starring Popular Wallace Reid

THE CAST

George MacFarland	Wallace Reid
Thornton Brown	Ernest Joy
Dolly Kamman	Ann Little
Arthur Sole	Henry Woodward
Detective Thorne	James Farley
Sheriff Kamman	Noah Beery
Wrenn Wrigley	Charles Ogle
Simp Calloway	James Cruze
Violette	Winifred Greenwood
Williams	Clarence Geldert

THE STORY

WHEN George MacFarland, a wealthy clubman in New York, returns to his apartments one night, he makes the discovery that the place has been ransacked by burglars. He discusses the incident with Brown and Sole, two club friends, and in the course of the conversation, MacFarland offers to bet $20,000 with both, that he can commit a crime and elude the police successfully for one year. The wager is accepted and the terms are agreed upon.

In accordance with the terms of the wager, MacFarland is to forge the name of Brown to a check for $100 and this is to be deposited at a bank at eleven o'clock the next day, when the search for the supposed forger is to be commenced by the police. The two men decide to win the wager by trickery, if possible, and they resolve to keep a close watch upon MacFarland, so that at eleven o'clock when the forgery is reported to the police, they may at once place him under arrest. In order to make his identity more certain, they take his photograph by flashlight, but when the lights are turned on again, lo! MacFarland has disappeared, taking Brown's hat with him.

On the following day the check is sent to the bank and the forgery immediately "discovered" and reported to the police. With the notification of the crime to the police, MacFarland is a fugitive from justice. The police are provided with a description of him to the minutest detail, and the country is flooded with photographs, on which is MacFarland's favorite expression, which he uses at all times, "Believe Me, Xantippe," and the warning that he employs this expression almost incessantly in his conversation.

Meanwhile, MacFarland goes to Colorado, where, for eleven months, he lives in a secluded farm house safe from discovery and arrest. While hunting one day he stops at a hut in the mountains, where Sheriff Kamman and his daughter, Dolly, are making their headquarters. The sheriff has returned to the city, leaving Dolly in charge of the cabin, and on their meeting Dolly asks MacFarland if he is hungry, whereupon he replies, "Believe me, Xantippe, I am." She immediately recalls the police circular sent to the police all over the country, and concludes that this is the desperate forger her father had been searching for. Obtaining a gun by stealth, she covers him and makes him her prisoner, greatly to his astonishment and dismay. She then forces him to peel potatoes for dinner, and while they are at their meal, Simp Calloway, an outlaw, comes to the cabin and seeing Dolly, whose youth appeals to him, he draws his gun and takes charge of the affair. Later, Dolly tries to get the drop on Simp, and there is a fierce battle between MacFarland and the outlaw, which ends by MacFarland overpowering Simp by jiu-jitsu methods. This gives Dolly two captives instead of one, and that night she forces them both to go to bed together, and she spends the night guarding them.

Believing that he has lost his wager, MacFarland telegraphs to Brown and Sole the news of his capture. Word is received that both men were lost at sea, but a few days later they turn up laughingly to claim their wager. It then develops that Dolly, who made the capture, was not an officer of the law in accordance with the terms of the wager, and that MacFarland actually and technically had won his bet. The two men are forced to admit that the joke is on them and MacFarland takes Dolly to his heart forever.

PRESS REVIEW

To Be Sent to Newspapers Immediately After the First Showing of "Believe Me, Xantippe."

WALLACE REID SCORES TRIUMPH IN NEW PICTURE "BELIEVE ME, XANTIPPE"

Story of Rich Man Who Bets $20,000 He Can Elude Arrest for a Year Pleases His Army of Admirers

APPEARING to exceptional advantage in an absorbing photoplay, Wallace Reid was seen in his latest Paramount picture, "Believe Me, Xantippe," at the . . . . . Theatre yesterday. The photoplay is based upon the well known stage success of Frederick Ballard, and it proved in every respect highly delightful to Mr. Reid's army of admirers in this city.

The story of "Believe Me, Xantippe," is an unusual one. George MacFarland, a man about town and wealthy, returns home one night to find that his apartment has been ransacked by burglars. He discusses the matter with two friends, Brown and Sole, and MacFarland bets $20,000 with them that he can commit a crime and elude the police for one year. In accordance with the terms of the wager, MacFarland forges the name of Brown to a check for $100 and this is deposited in a bank the next day, when search for the supposed forger is to be commenced.

The two men decide to win the wager by trickery, and they resolve to watch MacFarland when he leaves his house and to have him arrested at eleven o'clock the next day, the hour agreed upon. They have him photographed by the aid of a flashlight, but when the lights are turned on again, lo! MacFarland has vanished, taking Brown's hat with him. The men take the check to the bank and MacFarland becomes a fugitive from justice. The police are provided with a description of him, and the country is flooded with his photographs, on which is printed MacFarland's favorite expression, which he involuntarily uses at all times, "Believe Me, Xantippe."

MacFarland spends eleven months in retirement in a secluded farmhouse in Colorado. While hunting one day he meets Dolly, the pretty daughter of Sheriff Kamman, who has just killed a deer and who asks him if he is hungry. When he replies, "Believe me, Xantippe, I am," she remembers the police circulars sent to her father and makes him her prisoner with the aid of her rifle.

MacFarland tells her the story of his wager and wires to his two friends in the East that he has been captured. Word is received that both friends had been lost at sea, but a few days later they turn up to claim their wager. It then develops that Dolly, who had made the capture, was not an officer of the law according to the terms of the wager agreed upon, and that MacFarland technically had won his wager. They are forced to admit that the joke is on them and MacFarland takes Dolly to his heart forever.

Wallace Reid handles the role of MacFarland easily and deftly, and with a ready sense of humor. He is ably supported by Ann Little, who is charming as the sheriff's daughter, and does some acting that is worth remembering. James Cruze, clever character actor, has a role well suited to his talents in Simp Calloway, an outlaw, who enters the story when it is fairly well advanced and makes things interesting. Ernest Joy and Henry Woodward play the parts of Thornton Brown and Arthur Sole, the men who make the bet with MacFarland. The excellent action of the picture owes a great deal to the splendid direction given it by Donald Crisp. Nat Deverich was assistant director, and Henry Kotani contributed some effective camera work.

ADVANCE PRESS STORIES

To Be Sent to the Newspapers Daily for a Week Prior to First Showing of "Believe Me, Xantippe."

WALLACE REID HAS FINE ROLE IN LATEST PICTURE BASED ON STAGE SUCCESS

"Believe Me, Xantippe" Affords Popular Paramount Star With Another Delightful Screen Characterization—Strong Story

APPEARING as a wealthy man-about-town, Wallace Reid, who is starring in "Believe Me, Xantippe," has one of the best roles ever portrayed by him in his motion picture career. In this characterization Reid uses his favorite expression, "Believe Me, Xantippe," once too often and while it gets him into temporary trouble, it serves to win him the companionship for life of a very splendid young western girl.

The story of "Believe Me, Xantippe," which will be shown at the ..... Theatre next ....., is based upon the play of the same name by Frederick Ballard, which scored so decisive a hit in New York five years ago. As George MacFarland, Mr. Reid makes a wager of $20,000 with two friends that he can commit a crime and elude the police for one year. He accordingly forges a check for $100 and becomes a fugitive from justice the instant it is handed over to the police.

While the country is flooded with his photographs bearing the statement that his favorite expression is "Believe Me, Xantippe," he goes to Colorado and for eleven months remains in hiding on a ranch and is only discovered when he inadvertently replies to the question of a young woman, the daughter of a sheriff, whether he is hungry, with the statement, "Believe Me, Xantippe, I am."

The girl courageously arrests him herself, and subsequently developments are exceedingly dramatic and interesting. The situations in the play are both novel and effective and with the admirable support given Mr. Reid, this photoplays stands out with cameo-like clearness as one of the best characterizations of his screen career.

WAGER OF $20,000 GETS CLUBMAN IN TROUBLE, "BELIEVE ME, XANTIPPE"

Highly Delightful Paramount Picture Starring Wallace Reid Has New Twist and Is Filled With Thrills.

GEORGE MACFARLAND, clubman and gentlemen of leisure, bets $20,000 that he can commit a crime and elude the police for a year. The story of his attempt makes a thrilling and unusual picture, and "Believe Me, Xantippe" starring Wallace Reid, with Ann Little, this unusual Paramount Picture, which will be shown at the ..... Theatre next ....., is bound to delight all alike.

Wallace Reid is at his best as MacFarland, a young man who is described as "one who has whirlwinded his way through life astride the bankbook of a large inheritance." MacFarland makes the bet just after his own apartment has been looted by thieves, who leave no trace of their whereabouts.

The two fellow clubmen, who take the other end of the bet, arrange for MacFarland to forge the name of one of them to a check for $100. He does so and disappears. Then the friends notify the police, offer a reward for MacFarland's arrest, scatter pictures of him broadcast, mention the color of his hair, give other details, and make a special note that MacFarland's favorite expression is "Believe Me, Xantippe."

McFarland goes West, where he lives a secluded life for eleven months, and has the bet almost won. Then, one afternoon he drops in at a cabin where Sheriff Kamman and his daughter Dolly are staying. The sheriff is away, but his pretty daughter invites MacFarland to have some food, and asks him if he is hungry. Macfarland replies, "Believe me, Xantippe, I am." The girl is struck by the familiar phrase, remembers where she heard it, and informs MacFarland that he is under arrest.

From this time, the action develops rapidly and keeps the audience wondering just how the story will end. But the secret of how MacFarland finally wins both the bet and the sheriff's pretty daughter, Dolly, had best not be told here. Mr. Reid is excellently supported in this photoplay.

"BELIEVE ME, XANTIPPE," HARVARD PRIZE PLAY, IS WALLACE REID'S NEW PICTURE

Stage Version is Splendidly Picturized and With Excellent Players and Many Thrills Will Please the Public

"BELIEVE Me, Xantippe," the latest Paramount picture starring Wallace Reid with Ann Little, is based upon an unusual story that originally was a Harvard prize play. It was first

(Continued on Page 11)

(Continued from Page 9)

produced in Boston, where it made a great hit and later, on August 13, 1913, at the Thirty-ninth Street Theatre, New York. In the original metropolitan cast were Theodore Roberts and Frank Campeau, both screen players of established reputation, now with the Artcraft forces.

This is a charming photoplay opening in New York, when a wealthy clubman, who has been robbed by burglars, wagers $20,000 with two friends that he can commit a crime and elude the police for one year. He commits a trifling forgery and becomes a fugitive from justice, followed throughout the country by police circulars, displaying a photograph giving a minute description of himself, and bearing in large words his favorite phrase, which he uses on all occasions, "Believe Me, Xantippe."

The use of this phrase in the presence of a young woman in Colorado, results in his arrest eleven months later, with dramatic results. How the situation ends can be seen in "Believe Me, Xantippe," which will be presented at the ..... Theatre next ..... The picture was directed by Donald Crisp from a scenario written by Olga Printzlau.

OLD QUESTION ANSWERED IN "BELIEVE ME, XANTIPPE," WALLACE REID'S NEW PICTURE

Can a Man Commit Crime and Elude the Police For One Year? This Problem is Solved In Strong Paramount Photoplay

IS IT possible for a criminal to elude the police for an entire year? This question has been affirmatively answered on numerous occasions as the police records, of many large cities will show, but few answers to the question have been as unique as that which is given in "Believe Me, Xantippe," the new Paramount starring vehicle of Wallace Reid's, which will be seen at the ..... Theatre next .....

But for the fact that George MacFarland, the character assumed by Wallace Reid in this photoplay, was addicted to the frequent use of the slang phrase, "Believe Me, Xantippe," he might not have found himself in the predicament in which he was to be involved later on.

MacFarland wages with two friends, after a discussion of police methods in large cities, that he can elude the police for one year successfully without arrest. He accordingly commits a forgery and becomes a fugitive from justice in the mountains of Colorado. After the expiration of eleven months he comes in contact with the daughter of a sheriff, and by the inadvertent use of his favorite phrase, he is apprehended and lodged in jail. Of course, when it develops that his girl captor is not a legal officer, in accordance with the terms of his wager, he wins his bet and in addition thereto he makes his own captor his prisoner for life.

The play was splendidly produced by Donald Crisp from a picturization by Olga Printzlau, and he was afforded capable support by Ann Little, one of the prettiest girls of the outdoor type in motion pictures. Others in the cast are highly adequate.

DAINTY ANN LITTLE HAS SPLENDID ROLE IN "BELIEVE ME, XANTIPPE"

She is Seen as Sheriff's Daughter With a Long Memory Who Knows How to Ride and Capture Fugitives From Justice

ANN LITTLE, an actress of unusual ability and charm, is the vis-a-vis to Wallace Reid in his latest Paramount photoplay, "Believe Me, Xantippe," which is to be presented at the ..... Theatre next ..... In the role of a sheriff's daughter, Miss Little's talents are admirably displayed. She is a charming, courageous, quick-witted girl, who can handle a gun and ride a horse like a man, but for all these qualities her femininity is her chief charm.

In "Believe Me, Xantippe," she gives a delightful interpretation of the part of Dolly Kamman, who, while hunting one day, after having bagged a deer, is confronted by a stranger. She asks him if he is hungry, and he replies, "Believe me, Xantippe, I am." This remark reminds her of a police circular she has read, announcing that this forger, for whom a reward is offered, is known chiefly by the use of this expression and with the aid of her shotgun she makes him her prisoner. Subsequently a bandit appears on the scene and dramatic action follows in quick succession to a startling denouement.

The photoplay is an excellent one and affords both these stars with abundant opportunities for the display of their exquisite artistry. The picture was splendidly produced by Donald Crisp from a scenario by Olga Printzlau, and it moves easily and rapidly and keeps the audience guessing until the last moment just how this story will end. Chief among the supporting players are James Cruze, Henry Woodward, James Farley, Noah Beery, Charles Ogle, Winifred Greenwood, Clarence Geldert and others.

(Continued on Page 13)

(Continued from Page 11)

MAN BETRAYS HIMSELF BY CHANCE EXPRESSION

How Big Wager is Nearly Lost Is Shown in "Believe Me, Xantippe."

FOR a man to be betrayed by a chance expression after he has eluded the police for eleven months, and when he is just about to win a bet of $20,000,—this is the curious predicament in which George MacFarland, played by Wallace Reid, in "Believe Me, Xantippe" finds himself. And the expression was the one used for the title of the play, "Believe Me, Xantippe." MacFarland makes the slip, and it is a pretty girl who finds him out, but later it is the same pretty girl who saves him.

The story, which is one of the most enthralling screen romances shown here in a long time, will be the attraction at the ..... Theatre next ..... It is a Paramount picture, and Wallace Reid and Ann Little, do some excellent acting in the principal roles. They have been provided with excellent support, and the splendid direction the picture received at the efficient hands of Donald Crisp adds a great deal to its attractiveness.

"POLICE COULDN'T CATCH A COLD," SAID THIS MAN

The Result is a $20,000 Bet As Is Disclosed In Picture "Believe Me, Xantippe."

"THE police are a bunch of over-fed house cats. They couldn't even catch a cold."

That was George MacFarland's irritated remark after his rooms in New York were robbed. And he offered to back up his opinion with a bet of $20,000 that he could commit a crime, and elude the police for a year.

His friends accept the wager and arrange to have MacFarland forge the name of one of them to a check. He does so, disappears, and the game is on. Later a pretty girl comes into the story.

If you want to find out who won the bet go to the ..... Theatre, on ....., when "Believe Me, Xantippe," this latest Paramount picture, starring Wallace Reid with Ann Little, will be shown.

"BELIEVE ME, XANTIPPE" WAS HARVARD PRIZE PLAY

Wallace Reid Has Admirable Role in New Paramount Photoplay

"BELIEVE ME, XANTIPPE," the latest Paramount picture starring Wallace Reid with Ann Little, is based upon an unusual story that was originally a Harvard prize play. It was first produced in Boston, where it was a great success, and at its New York opening with John Barrymore in the leading part in 1913, its success was duplicated. Now the play by Frederick Ballard, has been picturized by Olga Printzlau, and is making another hit as a picture. Miss Printzlau has arranged the action for screen purposes so that it moves easily and rapidly, and keeps the audience wondering up to the last moment just how the story will terminate. It will be shown at the ..... Theatre next ....., and a fine presentation is promised.

Cruze Has Good Role

JAMES CRUZE, who plays the part of Simp Calloway, the outlaw, in "Believe Me, Xantippe," the latest Paramount release starring Wallace Reid with Ann Little, is considered one of the best character men in the pictures. He is so amazingly clever in make-up, that the other actors do not always recognize him when he first appears in a new role. Simp Calloway is a part that adds another real achievement to the long list of the Cruze character creations. "Believe Me, Xantippe" will be shown at the ..... Theatre next ....., and big business is assured.

Meets Policemen Everywhere

GEORGE MACFARLAND never knew there were so many policemen until he made a bet that he could commit a crime and elude them for a year. When the bet was made, MacFarland forged a fake check, and left New York. After that it seemed that he couldn't look in any direction without seeing an approaching policeman. This is the opening of "Believe Me, Xantippe," the latest Paramount picture starring Wallace Reid, with Ann Little, and which will be shown at the ..... Theatre next ..... It is an enthralling story and romance, mystery and thrills are mingled skillfully in its development.

ADVERTISING CAMPAIGN

Sugggested for the Exploitation of "Believe Me, Xantippe."

A Paramount Picture

LOBBY DISPLAY Place the figure of a policeman in your lobby with this placard attached thereto:

> "IS THIS A HOUSE CAT WHO CAN'T CATCH ANYTHING, NOT EVEN A COLD? SEE 'BELIEVE ME, XANTIPPE' AT THIS THEATRE NEXT.....AND HEAR THE ANSWER."

Place a cut-out of Wallace Reid with this placard:

> "THIS MAN BET $20,000 THAT HE COULD COMMIT A CRIME AND ELUDE THE POLICE FOR ONE YEAR. HOW HE WON IS SHOWN IN 'BELIEVE ME, XANTIPPE,' WHICH WILL BE DISPLAYED HERE NEXT....."

WINDOW DISPLAY Induce storekeepers to rig up a man's figure clad in a toga, in their windows, and attach this placard:

> "BELIEVE US, THIS IS NOT XANTIPPE, BUT HOW HE HELPED A MAN TO WIN $20,000 IS EXPLAINED BY 'BELIEVE ME, XANTIPPE,' WHICH WILL BE SHOWN AT THE ..... THEATRE NEXT ....."

CAR CARDS Print with Wallace Reid's photograph after the name and location of your theatre, the following:

> $5,000 REWARD!
>
> "The above sum will be paid for information leading to the arrest and conviction of George MacFarland, wanted for Forgery. Fugitive can be recognized by his favorite slang expression "Believe Me, Xantippe." Call at ..... Theatre next..... and see the big capture in "Believe Me, Xantippe," before claiming reward."

HANDBILLS Use an idea similar to that expressed on the car cards and in addition exhibitors might invite essays on the life of Xantippe and his work, taking care if prizes are offered for the best contributions, to refrain from violations of postal regulations covering this point.

NEWSPAPER ADVERTISING Play up the idea suggested by "Believe Me, Xantippe," that the average policeman is unable to locate or arrest a cunning criminal. Policemen might be quoted regarding the statement made that "most policemen are like overfed house-cats and unable to catch anything, not even a cold." A controversy along this line would cause much public comment and serve to advertise your theatre in a highly satisfactory manner. The car card idea might be used to advantage in display advertising. Use special publicity stories and accessories freely.

MAIL CAMPAIGN

For the Exploitation of "Believe Me, Xantippe"

Mail at least one of these Post-Cards to your Patrons.

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

Wallace Reid, the popular star in Paramount pictures, will be seen in his latest photoplay, "Believe Me, Xantippe," at our theatre, next ..... This is a charming picture, also featuring Ann Little, and its unique story is highly dramatic and diverting.

We believe that this photoplay will interest you greatly, and we cordially invite your attendance. Yours sincerely,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We are pleased to announce that "Believe Me, Xantippe," the latest photoplay, starring Wallace Reid, with Ann Little, will be the feature of our bill next .....

We are in a position to state that this picture is a charming one from every standpoint, and that you will be delighted with it.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

We beg to remind you that Wallace Reid's newest photoplay, "Believe Me, Xantippe," in which he appears to the highest advantage, will be shown at our theatre today (.....). We are convinced that this presentation will be one of the finest of the season at our playhouse, and that the interest of the picture as well as popularity of the star, will be appreciated.

Yours sincerely,

Manager _____

MAIL CAMPAIGN

For the Exploitation of "Believe Me, Xantippe"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

Dear Madam:-

With the forthcoming presentation at our theatre on ..... next of "Believe Me, Xantippe," the picturization of the famous stage success of five years ago, starring Wallace Reid, with Ann Little, we do not hesitate to assure our clientele that this is one of the finest photoplays ever shown at our playhouse.

The story of "Believe Me, Xantippe" is based upon the famous play of the same name by Frederick Ballard and it has to do with the adventures of a wealthy New York clubman who makes a wager of $20,000 that he can commit a crime and elude the police for a year. At the end of eleven months he is captured by a young woman, the daughter of a Colorado Sheriff, after she had heard his chance remark in response to her question whether he is hungry, "Believe Me, Xantippe, I am." What happened thereafter it would be unfair to you to reveal at this time.

This is a superior photoplay attraction which we are in a position to recommend to your notice, because it contains all the elements that please the eye, the taste, the emotions. The story is dramatic, the photography unusually fine and in every other way this subject should appeal to you forcibly.

It will afford us great pleasure to welcome you at the first display of this picture, or at any time it may suit your convenience to attend our playhouse. Thanking you for past favors, we remain,

Yours sincerely,

If this Letter will not Serve mail all or one of the Post-Cards appearing on next Page.

PARAMOUNT THEATRE — *Mon., Tues. & Wed.*

Jesse L. Lasky *Presents*

WALLACE REID

in "Believe Me, Xantippe"

A Paramount Picture

WALLACE REID wagers $20,000 that he can forge a check, notify the police of his act, and then elude them for a year. How he fares, and the inexplicable turns of Fortune that beset him combine to form one of the most fascinating photoplays of the year.

Ad Cuts and Mats that are Economical and Efficient

ECONOMICAL, because they cost next to nothing and bring results out of all proportion to their cost. Efficient, because they bring big returns—proved by the fact that they are in greater and greater demand.

PARAMOUNT THEATRE *Today*

Jesse L. Lasky *Presents*

WALLACE REID

in

"Believe Me, Xantippe"

By Frederick Ballard
Scenario by Olga Printzlau
Directed by Donald Crisp

A Paramount Picture

A SLIP of the tongue, a mere phrase, "Believe, Me, Xantippe!" brought him to grips with the law he had for eleven long months deftly evaded. You can't help thrilling at this extraordinary tale.

PARAMOUNT THEATRE *Today*

Face to Face with Justice

BUT was it justice? The hand that had turned against him, that had wrought this inexplicable work of Fate was his own. This picture is so thoroughly good that you simply cannot afford to miss it.

EXHIBITORS ACCESSORIES

FOR THE EXPLOITATION OF

"BELIEVE ME, XANTIPPE"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper
- Two one-sheets
- Two three-sheets
- One six-sheets

Photos
- 8 8x10 black and white
- 8 11x14 sepia
- 1 22x28 sepia
- 8x10 photos of star
- 1 22-28 gelatins of star

Cuts and Mats on Production
- Five one-column
- Three two-column
- Two three-column

Stock Cuts and Mats of Star
- Five one-column
- Three two-column
- Two three-column

Series of Advertising layouts:
- Mats

Slides
- Music Cues

FOR UP-TO-DATE EXPLOITATION IDEAS

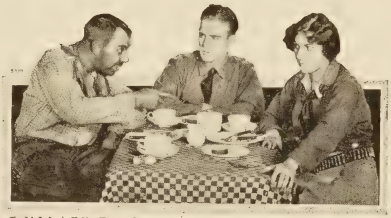
WRITE TO THE

EXHIBITORS' SERVICE DEPARTMENT

485 FIFTH AVENUE, NEW YORK

WALLACE REID in "BELIEVE ME, XANTIPPE"

WALLACE REID in "Believe Me, Xantippe" A Paramount Picture



WALLACE REID in "Believe Me, Xantippe" A Paramount Picture

WALLACE REID in "Believe Me Xantippe" A Paramount Picture

WALLACE REID in "Believe Me, Xantippe" A Paramount Picture

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WALLACE REID in "Believe Me Xantippe" A Paramount Picture

WALLACE REID in "Believe Me, Xantippe" A Paramount Picture

WALLACE REID in "Believe Me Xantippe" A Paramount Picture

WALLACE REID in "Believe Me Xantippe" A Paramount Picture

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above **Always Obtainable at Your Exchange**

CURRENT PARAMOUNT AND ARTCRAFT PICTURES IN THE ORDER OF THEIR RELEASE

PAULINE FREDERICK ..... Mrs. Dane's Defense
GEORGE BEBAN.....Jules of the Strong Heart
JACK PICKFORD and LOUISE HUFF,
The Spirit of '17
WALLACE REID.....Rimrock Jones
BLACKTON'S.....The World for Sale
JULIAN ELTINGE.....The Widow's Might
CHARLES RAY.....The Hired Man
PAULINE FREDERICK.....Madame Jealousy
VIVIAN MARTIN .....A Petticoat Pilot
ENID BENNETT.....The Keys of the Righteous
SESSUE HAYAKAWA.....Hidden Pearls
GEORGE BEBAN .....One More American
ANN PENNINGTON.....Sunshine Nan
BILLIE BURKE.....Eve's Daughter
CHARLES RAY .....“The Family Skeleton”
ENID BENNETT .....“Naughty, Naughty”
PAULINE FREDERICK .....“La Tosca”

ELSIE FERGUSON,
Rose of the World
WILLIAM S. HART,
Wolves of the Rail
MARY PICKFORD....Stella Maris
ELSIE FERGUSON,
The Song of Songs
WILLIAM S. HART,
Blue Blazes Rawden
MARY PICKFORD,
Amarilly of Clothesline Alley
DOUGLAS FAIRBANKS,
Headin' South
WILLIAM S. HART,
“The Tiger Man”
ELSIE FERGUSON .....“The Lie”

SPECIAL FEATURE RELEASES

Maeterlinck's “The Blue Bird”

“The Whispering Chorus”

ONE AND TWO REEL PICTURES AT ALL PARAMOUNT AND ARTCRAFT EXCHANGES — SHOW THEM WITH THE BIG FEATURES

PARAMOUNT-BRAY PICTOGRAPHS

B 6047—The Diary of a Dog Chauffeur
Making Cord to Bind Uncle Sam's Harvests
Goodrich Dirt and the $1000 Reward
B 6048—War Dogs
Knit Your Bit
Cartoon—Bobby Bumps' “Tank”
B 6049—The Destructive Power of T. N. T.
The New Art of Dress
Cartoon—Goodrich Dirt and the Duke of Watanob
B 6050—Evolution of the Dance
Flour from Potatoes
The Panama Canal (Diagram)

PARAMOUNT-MACK SENNETT COMEDIES

An International Sneak
That Night
Taming Target Center
The Kitchen Lady
His Hidden Purpose
Watch Your Neighbor
Sheriff Nell's Tussle
Friend Husband

KLEVER KOMEDIES

Faint Heart and Fair Lady
Knutty Knitters
Toothaches and Heartaches
The Installment Plan
O. U. Boat
Meatless Days and Sleepless Nights
He Got His

PARAMOUNT BURTON HOLMES TRAVELOGUES

T 1143—Sydney, the Antipodean Metropolis
T 1144—A Trip to the Jenolan Caves of Australia
T 1145—Melbourne the Magnificent
T 1146—Round About Melbourne
T 1147—Adelaide Capitol of South Australia
T 1148—Round About Adelaide
T 1149—Hunting Kangaroos from Motor Cars
T 1150—Tasmania the Garden of Australia

PARAMOUNT-ARBUCKLE COMEDIES

The Butcher Boy
A Reckless Romeo
The Rough House
His Wedding Night
Oh Doctor
Fatty in Coney Island
A Country Hero
Out West
The Bell Boy

PARAMOUNT SERIALS AND SERIES

Who is Number One? (15 2-reel serial)
Episode 10—Wires of Wrath
“ 11—The Rail Riders
“ 12—The Show Down
“ 13—Cornered
“ 14—No Surrender
“ 15—The Round Up
Son of Democracy—Featuring BENJAMIN CHAPIN (10 2-reel episodes)

"THE FIREFLY OF FRANCE"

A Paramount Picture

starring

Wallace Reid

Exhibitor's Press Book and Aids

Charles Kenmore Ulrich, *Editor*

You can get your music cues at any Exchange of

FAMOUS PLAYERS-LASKY CORPORATION

ADOLPH ZUKOR *Pres.* JESSE L. LASKY *Vice Pres.* CECIL B. DE MILLE *Director General*

NEW YORK

WALLACE REID in "THE FIREFLY OF FRANCE"

WALLACE REID in "The Firefly of France"
A Paramount Picture

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Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above **Always Obtainable at Your Exchange**

PARAMOUNT PRESS BOOK

PUBLICITY AND ACCESSORIES

PRESS STORIES

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres JESSE L. LASKY Vice Pres CECIL B. DE MILLE Director General
NEW YORK

AD CUTS and MATS

Some Interesting Pointers on "The Firefly of France"

WALLACE REID, THE STAR.

ONE of the foremost of the younger screen stars is Wallace Reid whose talents have won him a large and enthusiastic following of motion picture theatregoers. Mr. Reid is a virile actor whose artistic portrayals in such Artcraft pictures as "Joan the Woman," "The Devil Stone" and "The Woman God Forgot," in which he played opposite to Geraldine Farrar, made him a prime favorite. His recent pictures, "The House of Silence" and "Believe Me, Xantippe," won instant approval and added greatly to his reputation for conscientious and painstaking effort in every portrayal he essays. Mr. Reid is a highly capable player whose pleasing personality and manly traits, conspicuously manifested in this picture, inevitably must serve to endear him the more with his rapidly increasing clientele.

AUTHOR OF STORY.

THE author of "The Firefly of France" is Marion Polk Angellotti, a magazine writer and novelist of prominence and author of numerous "best sellers." Her latest novel, "The Firefly of France," appeared serially in the *Saturday Evening Post* and the timeliness of the subject, as well as its interest and treatment, made it one of the most popular stories of the year.

THE SCENARIOIST.

THE picturization of "The Firefly of France" is the work of Margaret Turnbull, one of the leading scenarioists attached to the Lasky studios. She has many successful pictures to her credit, but "The Firefly of France" is likely perhaps to rank as her best.

THE DIRECTOR.

ALL who have seen "The House of Silence," a picture production directed by Donald Crisp, will recognize his superior direction in "The Firefly of France." Mr. Crisp is one of the most talented directors in the country, and his skill and taste are evidenced in no uncertain degree in this rapid-fire photoplay. Mr. Crisp was capably assisted by Nat. Deverich.

A POWERFUL STORY.

THE story of "The Firefly of France" deals with a young American of wealth who goes to France as an ambulance driver, and a young woman who is entangled in the plotting of German spies. The latter goes to the firing line in search of certain papers hidden by a French aviator known as "The Firefly of France," who has disappeared in circumstances which reflect upon his patriotism. The papers are found by the American in an old chateau on the firing line, and to prevent them falling into the hands of the spies, substitute documents are prepared and these fall into the hands of the German plotters, after a desperate battle in the chateau in which the American gives a good account of himself. He is captured by the spies to insure their safety, but a German shell does excellent work at an opportune moment, killing the German agents. When the American regains consciousness, he finds himself in a hospital, with his sweetheart nursing him and they plight their troth just as the United States enters the war. The various roles of this charming story are in the hands of highly capable players, and the interest is not permitted to lag for an instant.

EXCELLENT SUPPORT.

MR. REID'S support in this photoplay is excellent. Dainty Ann Little is his vis-a-vis, while Charles Ogle is seen as a German spy. Raymond Hatton, a skilled player, has a small but important role as The Firefly. Others in the cast are Winter Hall, Ernest Joy, Clarence Gilbert, William Elmer, Henry Woodward and Jane Wolff.

GENERAL REMARKS.

THIS photoplay offers excellent opportunities to exhibitors for effective exploitation. It being a war subject, splendidly directed and finely produced, the picture is one that will please every spectator. Judicious advertising and the employment of the fine line of accessories prepared for the use of exhibitors, doubtless will make this subject one of the most successful of the current season.

THE NEW PRESS BOOKS.

EXHIBITORS in every section of the United States, not to speak of Canada, are finding the new improved Paramount and Artcraft Press Books REALLY SERVICEABLE, as it was intended they should be. We have received from many of them letters of appreciation and incidentally also they have made suggestions of value which are being adopted as speedily as possible. One new feature to be inaugurated with the July releases will be a page in each Press Book devoted to slide suggestions—a feature which, we believe, will soon become popular with house managers. If you have any other suggestions, please forward them at once.

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SPECIAL FEATURE ARTICLE

For the Use of Exhibitors in Their House Organs or of Editors Demanding Orginal Matter on Wallace Reid or "The Firefly of France"

A Paramount Picture

WALLACE REID EXCELLENT MAN FOR HIS NEW PICTURE "THE FIREFLY OF FRANCE"

Popular Actor Spells "Class," and His Manly Qualities are Brought to the Fore in His Latest Portrayal in War Photoplay

WALLACE REID is more and more developing a power for screen characterizations that is certain to increase his circle of admirers. His appearances in Paramount and Artcraft pictures have demonstrated that he is an artist, besides possessing that magnetic personality and splendid presence that fits him for leading roles wherein he typifies the ideal American.

Wallace Reid spells "Class." He is distinguished in manner and appearance, because he is that sort of person in real life. He wears clothes as they should be worn, because it is to him a second nature. He is a gentleman in all his portrayals because he is a gentleman by birth and breeding.

But there is nothing snobbish about him—his friends, and they are legion, will tell you that "Wally" is a real, democratic American, likable in every way and accomplished in more ways than one. For example, he is an all-round musician, an expert motorist, excelling in all out-door sports, and, of course, an actor with exceptional talent. There is something debonaire about him, a nonchalance that is delighful without approaching the blase. He is what most young Americans want to be—strong, good looking, polished—courteous.

In discussing his role in "The Firefly of France," a splendid war picture, which will be shown at the .....Theatre next ....., Mr. Reid said:

"Every once in a while, I am given a role to portray for the screen that seems to suit me, in the classic words of the colloquialist, 'down to the ground.' Such a role is that of Devereux Bayne in 'The Firefly of France.' He's just the sort of modern young American I like to interpret; I took a fancy to him from the start, and when Miss Ann Little, as Esme, fell in love with him, I mentally appauded her good judgment. Not on my account—but the character's. You see, I had submerged myself and became to all intents and purposes this young Bayne.

"And the adventures into which he was plunged headlong! If I were seeking adventure, wouldn't that be my type? Yes, I like the character and I put all that I was capable of in the characterization. Excitement, speed, action—those are the elements that are certain to make this picture entertaining. It is timely and serves as an object lesson in the methods of the Hun espionage experts in our own land.

"I believe that every person is going to enjoy 'The Firefly of France,' just as I enjoyed playing in it. I think everyone else in the company liked it, and the director, Donald Crisp, himself familiiar with military matters, displayed great skill in the productional work. The settings are fine—in fact, it is a film with which I find myself wholly satisfied and which I can recommend to my screen friends the country over."

In "The Firefly of France," Mr. Reid is supported by Ann Little and a fine company. This is a Paramount picture from the story by Marion Polk Angellotti, which was published in the Saturday Evening Post. It is the sort of story that fits the parlous times in which we are living. It is a war picture, but deals with the outer phases of the conflict rather than the actual fighting—the espionage, the plotting, the underground methods of the Huns.

Donald Crisp directed the picture and as he is an expert in military matters, it will be found that the details are accurately pictured.

CAST AND STORY OF "THE FIREFLY OF FRANCE"

For Use of Exhibitors for their House Organs or For General Publicity

"THE FIREFLY OF FRANCE" STARRING WALLACE REID IS STRONG WAR PICTURE

Story that of Young American Who Becomes Involved in a German Spy Plot but Who Wins Love and Honor in the End

THE CAST

Devereux Bayne . . . . . **Wallace Reid**
Esme Falconer . . . . . **Ann Little**
Von Blenheim (alias Jenkins) . . . . **Charles Ogle**
The Firefly . . . . . **Raymond Hatton**
Dunham . . . . . **Winter Hall**
Von Blenheim's Aides,
Ernest Joy, Clarence Geldert, William Elder
Georges . . . . . **Henry Woodward**
Marie-Jeanne . . . . . **Jane Wolff**

THE STORY

DEVEREUX BAYNE is a wealthy young American, about thirty years old. He determines to join the American Ambulance Corps in France and while dining with his guardian, Peter Dunham, the night before his departure, Bayne is attracted by a pretty girl seated near him. A reporter calls him up asking for his photograph and he goes up to his rooms to get one, noting the maitre d'hotel is agitated by his departure. Gaining his room he finds a German rummaging in his trunk, but the latter turns out the lights and escapes. The man is seen to enter a room on another floor and when the officers knock at the door of this room it is opened by the pretty girl Bayne saw in the hotel dining room. She grants them permission to search her room, but Bayne declines and asks the officers to note that the entire hotel staff is composed of Germans.

Next day Bayne sails on the Italia. In a newspaper he reads that Franz Von Blenheim, a German spy, has eluded the authorities and is being sought on all outgoing vessels. He also reads that a French nobleman, known as "the Firefly of France," because of his daring aerial feats, is missing, together with plans of the German defenses wanted by the French army. The girl appears and reads over his shoulder, seemingly agitated, and asks him to let her see the paper. She says it will cause trouble for her and asks him to throw it overboard, and he complies.

At Gibraltar British officers examine the passengers, and Bayne learns the girl's name is Esme Falconer. When Bayne is examined he is asked what he threw overboard. To protect the girl he makes an excuse. Jenkins corroborates the statement, greatly to Bayne's surprise. His trunk is examined and the officers find cipher papers belonging to Von Blenheim. Then he tells of his hotel experience and asks that America be wirelessed to prove his identity. He is held till Genoa is reached, when the Embassy Under-Secretary, Herriott, clears him of all suspicion.

Bayne goes to France indignant at the girl and Von Blenheim for getting him, as he supposes, into this scrape. His train is held up and at a small cafe in a little outlying town Bayne meets the girl and Jenkins. The latter warns Bayne that he, Jenkins, is a United States secret service operative and the girl is a German spy.

Next morning he finds Jenkins' car gone and Esme's chauffeur murdered. Bayne dons the driver's garb and with Esme starts for the war zone. Her destination is an old chateau, and, reaching there, they discover the caretaker bound and gagged, and Jenkins, in the uniform of a French officer, with his companions, greets them and announces that he is Von Blenheim. He demands from the girl the plans the Firefly has hidden and which he knows she is in search of. She refuses. The spy prepares to torture the girl while Bayne is held prisoner, but she whispers to the latter that there is a secret panel under the gallery.

After a desperate fight, the two escape. In a secret room they find the Firefly, weak and ill. He gives them two sets of papers—one spurious, the other genuine. Bayne believes the girl and the man are lovers and is jealous because he, too, loves her. Bayne takes the false papers, goes out and meets the spies, giving them the packet. He is forced to put on the uniform of one of the men killed in the fight and they leave. Challenged by a sentry Bayne calls out they are spies. At that moment a shell strikes the road nearby and Bayne next awakens in a convalescent ward in France.

Then he learns that the United States is in the war and that Esme is the sister-in-law of the Firefly. Bayne is decorated with the Cross of War, and the two are left alone together to seal their love with a kiss.

PRESS REVIEWS

To be Sent to the Newspapers Immediately After the First Showing of "The Firefly of France"

WALLACE REID AND DAINTY ANN LITTLE MAKE HIT IN "THE FIREFLY OF FRANCE"

Excellent Photoplay of War and Love Provides These Sterling Artists with Exceptional Opportunities for Effective Work.

PROVING itself, in every respect, a remarkable picture of love and war, "The Firefly of France," the latest starring vehicle for Wallace Reid, the popular Paramount star, was shown at the . . . . . Theatre yesterday. Dainty Ann Little, whose characterizations in many of Mr. Reid's pictures have won for her the admiration of a large following, had an exceptional role in this photoplay and she shared the honors with the star.

The story of "The Firefly of France" concerns a young American of wealth and social standing, who, in a spirit of patriotism, gives up everything to join the Ambulance Corps in France. He becomes entangled with a German spy and a beautiful girl, the latter going from New York to France in search of certain papers hidden by the "Firefly," an aviator who has disappeared under suspicious circumstances and who is her relative.

With the aid of the young American these papers are found in a chateau near the firing line, but they are not obtained without serious difficulties in which the American and the young woman are involved. The chateau is the scene of many thrilling incidents, chief among which is a battle between the American and a quartet of desperate German spies, who are seeking these papers for their government. The American ingeniously foists upon them a faked set of documents, but he, himself, is made prisoner and is about to be taken into the German lines when a shell providentially ends the adventure, killing the spies and wounding their prisoner. The American awakes to consciousness in a hospital and finds the girl he loves nursing him. He simultaneously wins a cross of war and the love of his sweetheart.

In the part of Devereux Bayne, Wallace Reid appeared to excellent advantage, for it enabled him to make use of his natural verve and enthusiasm. Ann Little proved charming as the girl, and Charles Ogle, as the leader of the spies, did splendid work. In the small but important role of the "Firefly," Raymond Hatton presented a fine characterization. The entire cast was more than adequate and the settings of the picture were superb. The scenes, "somewhere in France," were exceptionally thrilling and were enthusiastically applauded. That this picture will draw immense business throughout its run is a certainty.

"THE FIREFLY OF FRANCE" THRILLING WAR PHOTOPLAY

Wallace Reid and Ann Little Are Well Received in Newest Paramount Picture

THAT "The Firefly of France," starring Wallace Reid and Ann Little, should have scored so heavily on the premiere presentation of that photoplay in this city at the . . . . . Theatre yesterday, is quite understandable. First, the picture, because of the spirit of patriotism which animates it, is one of the best seen here in many weeks, and second, these two stars never appeared in more congenial roles, as the frequent manifestations of the large audience amply testified.

Devereux Bayne is a young American of wealth who goes to the French front as an ambulance driver. He falls in with Esme Falconer, a young woman who is searching for some papers secreted by the "Firefly," an aviator who is missing, and who is her relative. These papers are urgently desired by several German spies and here you have the basis for one of the most interesting picture stories it is possible to conceive. How Bayne frustrates the spies and wins the love of Esme, as well as the cross of war, is admirably told in scenes that hold one's breath to the end.

Mr. Reid was well cast as Bayne, while Miss Little gave a most enjoyable portrayal of Esme. Charles Ogle was excellent as the spy, and Raymond Hatton made the most of the small but important part of the "Firefly." The picture is well worth one's while, not only because of its interest and heart appeal, but because of the patriotic message it conveys to Americans in this great crisis of the struggle of world democracy against German military autocracy.

ADVANCE PUBLICITY

To be sent to newspapers daily for a week in advance of the showing of "The Firefly of France"

AN UNUSUAL PHOTOPLAY IS "THE FIREFLY OF FRANCE" STARRING WALLACE REID

Popular Paramount Star Portrays Role of Young American Who Wins Honor and Love at the Battle Front

PICTURES dealing with varying phases of the great war in Europe are many, but it is doubtful if there is any in which there has been crowded more action than has been provided for "The Firefly of France," which will be shown at the .....Theatre next ..... Wallace Reid is starred; Ann Little is his leading woman. Raymond Hatton plays the title role, and Donald Crisp was the director.

The heavy part of the spy is admirably portrayed by Charles Ogle. Indeed, the cast is a superior one in every respect. Marion Polk Angellotti wrote the story for the Saturday Evening Post and it was translated to the screen by Margaret Turnbull.

It concerns a German spy whose plot against the Allies is frustrated by a daring young American, who saves important papers obtained by the Firefly, an aviator with the French army. A dainty love story relieves the strain of the constant suspense and thrill. It is a picture to make spectators sit on the edges of their chairs and hold their breath continuously throughout the development of the stirring story.

"THE FIREFLY OF FRANCE" IS INTENSELY ABSORBING PICTURE OF LOVE AND WAR

Wallace Reid's Newest Starring Vehicle Based Upon Successful Story of Rich Young American on Firing Line in France

SPLENDIDLY produced, its story dramatic and absorbingly interesting, "The Firefly of France," the new Paramount starring vehicle for Wallace Reid, is in every respect an exceptional photoplay. In this great picture, which is based upon the story by Marion Polk Angellotti, and which was published serially in the Saturday Evening Post, Wallace Reid is seen as a wealthy young American, who goes abroad to join the Ambulance Corps, becomes entangled in the plotting of German spies, and falls in the companionship of a beautiful girl, who innocently becomes the victim of Hun plotters.

In this characterization, Wallace Reid has a role that will be highly acceptable to his clientele of admirers in that it breeds the spirit of real Americanism at a time when patriotism stands supreme. The young woman in the story goes to France in search of certain papers, hidden by an aviator known as the Firefly, and the finding of these papers in an old chateau on the firing line, the capture of the Americans by the spies, the subsequent destruction of the latter by a timely shell, and the courtship of the young man and girl, form the basis of an exceedingly clever story.

This role fits Mr. Reid's versatile talents to excellent advantage. Ann Little is charming as the girl, and Charles Ogle, as the German spy, does artistic work. Raymond Hatton, in his small but important role of the "Firefly," stands out by reason of his fine characterization. The picture, which will be displayed at ..... Theatre next ....., was directed by Donald Crisp from a scenario written by Margaret Turnbull. The support generally is excellent.

FEATS OF AVIATOR BASIS OF GREAT PICTURE STORY

Thrilling Scenes Depicted by Wallace Reid in "The Firefly of France"

NOW like a firefly in very truth is the daring aviator, who, far above the battle-scarred lands, darts hither and thither upon his mission! He is the eyes of the army. He is taking a place in this war that makes it different from any other war, if it were not already different from other wars in history by reason of its enormous proportions and the fearful weapons of destruction employed.

In "The Firefly of France," the new Paramount picture starring Wallace Reid with Ann Little, which will be shown at the ..... Theatre next week, the work of an intrepid birdman forms the basis of a story that sets the blood tingling and makes one of the most interesting pictures that has been seen here in many weeks. Donald Crisp did the directing. The scenario is by Margaret Turnbull, and the story, originally published in The Saturday Evening Post, was written by Marion Polk Angellotti.

"THE FIREFLY OF FRANCE" RECORD OF DARING DEEDS

Wallace Reid Has Strong Role In Unusual War Photoplay

THE daring deeds of the aviators in the Allied service will form material for song and story long, long after the war is ended. It has largely been a war in the air, as H. G. Wells, the English author, once prophesied would come to pass. Many a brave birdman has written history in the circumambient ether, and made for himself an unforgettable memory.

In the new Paramount picture,, "The Firefly of France," which is to be seen at ..... Theatre on .....next, the deeds of an intrepid airman are the basis of the story which concerns more particularly the saving of certain important papers that the Firefly has captured from the Germans. Wallace Reid and Ann Little have the leading roles and Raymond Hatton is the Firefly. Donald Crisp directed the picture.

EVENTS ON STEAMSHIP IN STRONG PHOTOPLAY

Many Exciting Scenes Transpire in "The Firefly of France"

EVENTS aboard a steamship bound for Europe afford many evidences of the skill with which Paramount pictures are produced, and these are shown in "The Firefly of France," which stars Wallace Reid with Ann Little and which will be seen at .....Theatre next.....

In these scenes the work of a German spy is also depicted graphically, and the picture abounds in thrills from beginning to end. Incidentlly, the machinations of Hun agents in a great city hotel are also shown and the film doubtless will serve to indicate the watchfulness necessary for everyone in these days of stress and strain. The picture is based on the story of Marion Polk Angellotti which was published serially in the Saturday Evening Post last winter.

DONALD CRISP'S FINE HAND SEEN IN PICTURE

Famous Boer War Veteran Directed "The Firefly of France"

DONALD CRISP, who directed "The Firefly of France," which will be seen at the ..... Theatre next ....., is a director with a high quality of imagination and artistry. He has done many fine pictures, but it is doubtful if he has excelled this new Paramount offering in which Wallace Reid is starred, with Ann Little featured as his leading woman. Mr. Crisp has a thorough knowledge of military matters because he served in the Boer War, and as a result was fitted to make this picture accurate in its militant details. He has faithfully reproduced the story, from the scenario by Margaret Turnbull, based upon the famous story written by Marion Polk Angellotti, and published in the Saturday Evening Post.

FAMOUS WRITER AUTHOR OF "THE FIREFLY OF FRANCE"

Marion Polk Angellotti is Writer of Note in This Country

MARION POLK ANGELLOTTI, a well known novelist, wrote "The Firefly of France," which ran as a serial in the Saturday Evening Post last winter. Margaret Turnbull made it into a picture, and Paramount has given it to the public with Wallace Reid as the star and supported by Ann Little and a capable company, directed by Donald Crisp.

This story concerns the adventures of a young American who becomes entangled in the meshes of a German plot "somewhere in France" and at the same time wins the love of a beautiful girl; not, however, until he has frustrated the plans of the spies, secured important papers obtained from the Germans by the Firefly, an aviator, and turned them over to the Allies. It is a thrilling tale, timely and entertaining throughout.

CHARMING ANN LITTLE SUPPORTS WALLACE REID

Dainty Actress Known as the "Girl with a Personality

CHARMING Ann Little, the girl who supports Wallace Reid in "The Firefly of France," is a most charming young person—she might well be called "the girl with a personality." She possesses dash, verve, wit, demure charm, vivacity—indeed, all the essentials that make certain women charming.

Ann is a California girl, and made her first screen appearances as an Indian in Western pictures. She rides like a redskin, can shoot, swim, climb, do anything that requires courage and skill; yet, withal, she possesses the dainty womanliness that makes her wholly attractive in the love scenes which abound in this new picture. It is the attraction this week at the ..... Theatre, and is proving wholly satisfying to the patrons.

Scenes Laid in France

THE devastated country of Northern France, so filled with interest for Americans now, is shown to advantage in the new Paramount picture, "The Firefly of France," starring Wallace Reid with Ann Little, now on view at the..... Theatre. Of course, the scenes are simulated, but the picture was made in California, where any kind of scenery is procurable, and it will be found to mirror faithfully the conditions in the ensanguined fields of that heroic land.

MAIL CAMPAIGN

For the Exploitation of "The Firefly of France"

Paramount Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

DEAR MADAM:

It affords us great pleasure to announce that Wallace Reid, one of the most popular screen stars in the country, will appear in his latest Paramount photoplay of love and war, "The Firefly of France," at our theatre next .....

This is an exceptional photoplay, a picturization by Margaret Turnbull of Marion Polk Angellotti's great serial which was published in the "Saturday Evening Post" last winter. It was directed by Donald Crisp, a guarantee of its excellence as a picture, independent of the great message of patriotism it conveys to the youth of America.

The story deals with the adventures of a rich young American who joins the Ambulance Corps "somewhere in France" and who becomes entangled in the plottings of several German spies. A beautiful young woman enters into the American's life and she takes a prominent part in the exciting scenes which later transpire in an old French chateau on the firing line. How the daring American wins both the cross of war and the love of a tender, brave woman, is told in a series of unusually fine scenes, vibrant with patriotism, thrills and heart appeal.

We assure you that this picture is one of superior merit and that all of our patrons will find it delightful in every way. We will be pleased to show you every courtesy at our command, should you find it convenient to attend its display at our theatre.

Yours sincerely,

.....,

Manager.

If this Letter will not Serve mail all or one of the Post-Cards appearing on next Page.

MAIL CAMPAIGN

For the Exploitation of "The Firefly of France"

Mail at least one of these Post-Cards to your Patrons.

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

You will doubtless be pleased to learn that "The Firefly of France," the new Paramount picture starring Wallace Reid with Ann Little, will be shown at our theatre next ..... This is an admirable photoplay of love and war and it is both timely and heart appealing. This is one of the most notable photoplays of the season.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

There are few screen stars who enjoy the popularity of Wallace Reid, whose latest Paramount photoplay, "The Firefly of France," featuring dainty Ann Little, will be displayed at our theatre on ..... next.
This is a photoplay of the highest merit and will please all our patrons.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

We beg to remind you that "The Firefly of France," a splendid Paramount picture starring Wallace Reid and Ann Little, will be presented at our theatre today (.....). The story of this picture has to do with the European war, and every scene is filled with thrills. We will be pleased to welcome you and your friends at any time during its display at our playhouse.

Yours sincerely,

Manager _____

air machine equipped with a Liberty motor had been shipped to France for the American Army.

night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

Be a 100%

"The Firefly of France" is only one link in your chain. Avoid a weak link by booking all the Paramount and Artcraft Pictures.

Exhibitor

Jesse L. Lasky *presents*

WALLACE REID

in

"The Firefly of France"

By Marion Polk Angellotti

Scenario by Margaret Turnbull — Directed by Donald Crisp

A Paramount Picture

The man and girl crouched, awaiting the German attack. An arriving German shell crashed and—they were free!

STAR

RIALTO

Continuous 11 to 11

Jesse L. Lasky *Presents*

WALLACE REID

By Marion Polk Angellotti

Scenario by Margaret Turnbull

Directed by Donald Crisp

TRADE MARK Paramount Pictures

"The Firefly of France"

A Paramount Picture

At least 5.000,000 people read this story at American pluck and German intrigue, in the Saturday Evening Post. See it brought to life on the screen.

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

air machine equipped with a Liberty motor had been shipped to France for the American Army.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

found to be marked and slightly worn. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

PLAYHOUSE

On Market—at Main ✿ Continuous 11—11

American pluck and perseverance beats German brute force and Yankee ingenuity humbles sinister Bosche intrigue.

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

EXHIBITORS ACCESSORIES

FOR THE EXPLOITATION OF

"THE FIREFLY OF FRANCE"

A Paramount Picture

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Paper
- Two one-sheets
- Two three-sheets
- One six-sheets

Photos
- 8 8x10 black and white
- 8 11x14 sepia
- 1 22x28 sepia
- 8x10 photos of star
- 22-28 gelatins of star

Cuts and Mats on Production
- Five one-column
- Three two-column
- Two three-column

Stock Cuts and Mats of Star
- Five one-column
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- Two three-column

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485 FIFTH AVENUE, NEW YORK

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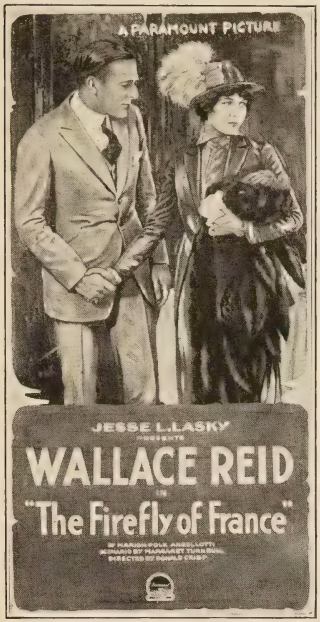
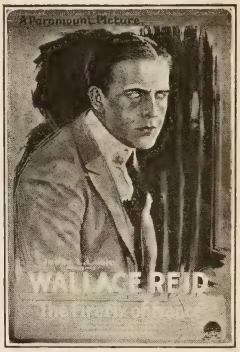


Three Sheet Poster

One Sheet Poster



One Sheet Poster

Six Sheet Poster

Three Sheet Poster

Cover your town with this paper and you will fill every seat at every performance

Current Paramount and Artcraft Pictures in the Order of Their Release

SESSUE HAYAKAWA ..... "THE HONOR OF HIS HOUSE"
JACK PICKFORD ..... "HIS MAJESTY, BUNKER BEAN"
WALLACE REID ..... "THE HOUSE OF SILENCE"
MARGUERITE CLARK ..... "PRUNELLA"
VIVIAN MARTIN ..... "UNCLAIMED GOODS"
MARGUERITE CLARK ..... "RICH MAN, POOR MAN"
CHARLES RAY ..... "PLAYING THE GAME"
BILLIE BURKE ..... "LET'S GET A DIVORCE"
DOROTHY DALTON ..... "TYRANT FEAR"
WALLACE REID ..... "BELIEVE ME, XANTIPPE"
PAULINE FREDERICK ..... "RESURRECTION"
ENID BENNETT ..... "THE BIGGEST SHOW ON EARTH"
JACK PICKFORD ..... "MILE-A-MINUTE KENDALL"
SESSUE HAYAKAWA ..... "THE WHITE MAN'S LAW"
DOROTHY DALTON ..... "THE MATING OF MARCELLA"
CHARLES RAY ..... "HIS OWN HOME TOWN"

WM. S. HART ..... "THE TIGER MAN"
ELSIE FERGUSON ..... "THE LIE"
DOUGLAS FAIRBANKS ..... "MR. FIX-IT"
MARY PICKFORD ..... "M'LISS"
WM. S. HART ..... "SELFISH YATES"
CECIL B. DE MILLE'S ..... "OLD WIVES FOR NEW"

Exhibitor's Press Book
&
Advertising Aids

Charles Kenmore Ulrich, Editor

"LESS THAN KIN"

A Paramount Picture

Starring

WALLACE REID

FAMOUS PLAYERS-LASKY CORPORATION
ADOLPH ZUKOR Pres. JESSE L. LASKY Vice Pres. CECIL B. DE MILLE Director General
NEW YORK

WALLACE REID in "LESS THAN KIN"

WALLACE REID in "Less Than Kin"
A Paramount Picture

WALLACE REID in "Less Than Kin"
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A Paramount Picture

WALLACE REID in "Less Than Kin"
A Paramount Picture

WALLACE REID in "Less Than Kin"
A Paramount Picture

ISSUED IN SETS OF TEN, CONSISTING OF

Top Row—Two Three-column Cuts and Mats
Centre Row—Three Two-column Cuts and Mats
Bottom Row—Five One-column Cuts and Mats

Reduced as Shown Above **Always Obtainable at Your Exchange**

Several Facts of Interest Regarding "LESS THAN KIN"

WALLACE REID, THE STAR

TO say that Wallace Reid is one of the most popular screen stars in the field of the silent drama, is to state a perfectly obvious proposition. If one seeks a synonym for Reid, one unhesitatingly adopts the term "class." Mr. Reid is this and much more—he is one of the most capable actors in motion pictures today. He has proved this by his fine support of Geraldine Farrar in her great Artcraft successes, and he has attested it by his splendid work as star in such recent pictures as "The House of Silence," "Believe Me, Xantippe" and "The Firefly of France." Coupled with his talents as actor, Mr. Reid has an engaging personality and he possesses in abundance those manly qualities which all who love motion pictures of the highest class admire in their screen heroes and which, in his case, have served to gain for him a great clientele of admirers which many may aspire to, but which few have been able to win.

THE AUTHOR

THE author of "Less Than Kin" is Alice Duer Miller, a well-known novelist, whose books have gained wide circulation. This is a charming story of New York and Latin America and the hero provides an ideal characterization for Mr. Reid. Alice Duer Miller is famous as a playwright and is author of "Come Out of the Kitchen," which proved quite successful on the stage.

THE SCENAROIST

MARION FAIRFAX, who wrote the scenario of "Less Than Kin" is one of the most talented scenarioists in the country and she has written many notable pictures. She is, likewise, a successful playwright, many of her dramatic works having scored big hits. Her skill as an adapter has been evidenced in its highest form in her latest picture.

THE DIRECTOR

RECOGNIZED as an exceptionally capable director, Donald Crisp is the man who directed "Less Than Kin." It is needless to remind anyone who recalls Mr. Crisp's superior work in "The House of Silence" and "The Firefly of France," in both of which photoplays Mr. Reid starred, that his direction of "Less Than Kin" is in every respect fully up to the high standard of direction set and consistently maintained by him in all of his productions.

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THE PHOTOGRAPHER

HENRY KOTANI, a clever little Japanese cameraman, is responsible for the excellent photography in "Less than Kin." The scenes showing the Central American country are excellently done and throughout the photography in this photoplay is artistic

SUPPORTING PLAYERS

CHIEF in support of Mr. Reid in this exceptional photoplay, is dainty Ann Little, his co-star in several picture successes. Raymond Hatton, a sterling actor, has an excellent role, while Gustav Seyffertitz, a highly talented player, is well cast. In fact, many of the names in the cast are of stellar magnitude, the principals including James Cruze, Charles Ogle, Noah Beery, James Neill Guy Oliver, Calvert Carter, J. Herbert and Jane Wolff. Supported by a cast such as this, the admirers of Mr. Reid will find in this picture little cause for complaint.

A GREAT STORY

LEWIS VICKERS, a young New Yorker, accidentally kills a man to protect a woman, flees to Central America, where he becomes involved in an over-night revolution. He meets Robert Lee, a ne'er-do-well, also from New York, who is dying. Lee asks Vickers to write to his father in his behalf. The resemblance between Lee and Vickers is startling and after Lee's death, Vickers resolves to return to New York and assume Lee's place and station. With the aid of Lee's papers, he succeeds in foisting himself upon Lee's relatives, including Nellie Lee, an adopted cousin, with whom he falls in love. He soon learns that Lee's past has been most reprehensible and he is treated with scorn by all, even Nellie. A woman with several children claims him as her husband and he is forced to admit his identity when a convict, who had been his cell-mate at the time he was held on a charge of murder, and who had trailed him, appears on the scene. He jumps into an automobile and speeds for the Canadian line, pursued by a sheriff. He pauses in front of a church where a wedding is in progress, and Nellie, who has hidden herself beneath a seat in the tonneau, shows herself and announces that she loves him. They enter the church and are married as the sheriff appears. It then develops that Vickers has been pardoned and all ends happily.

SPECIAL FEATURE ARTICLE

For Use of Exhibitors in Their House Organs or of Editors who Desire Special Story on Wallace Reid or "Less Than Kin."

WALLACE REID, FAMOUS SCREEN STAR, IS MAN OF UNIQUE PERSONALITY

Celebrated Paramount Player is Magnetic Man of Many Accomplishmetns—Discusses New Picture, "Less Than Kin"

A THOROUGH artist, possessing a magnetic personality and splendid presence, Wallace Reid, the Paramount star, is one of the foremost screen players in the country. Mr. Reid, who will soon be seen in this city in "Less Than Kin," his latest starring vehicle, is distinguished in manner and appearance, not only in motion pictures, but in actual life. He is a gentleman in all his portrayals, because he is a gentleman by birth, breeding and instinct.

In his new photoplay, Mr. Reid plays two parts —that of a ne'er-do-well, who seeks refuge in Central America after being disowned by his family, and that of Lewis Vickers, a young New Yorker, who becomes a refugee after he has accidentally killed a man while defending the man's wife. The resemblance between the two men is so startling that one is mistaken for the other, and this results in the execution of a daring design of Vicker's after Lee's death, to assume the name and station of the dead man, and to substitute himself for him in New York. This situation leads to many surprising developments, it appearing that Lee's past was highly unsavory and that Vickers is compelled to reap the harvest that the sowing of the other man's wild oats had insured.

"I regard these characterizations in this play as among the best I have ever essayed," said Mr. Reid, in a recent interview." The story of the photoplay is one of absorbing interest and affords splendid opportunities to a highly capable cast of players. The character of Robert Lee, a scoundrely young American with a reprehensible past, is antipodal to that of Lewis Vickers, a brave young American, who accidentally kills a man and is compelled to flee the country to escape conviction.

"The contrasting elements of the two characterizations are sufficiently strong to place both in bold relief and they afforded many opportunities of which I naturally made the most. I think all of my friends will like this picture no less warmly than "The Firefly of France," in which I recently appeared.

"The production is one of the highest standard and reflects great credit upon Donald Crisp, the director, Henry Kotani, the photographer, as well as upon the excellent people who are associated with me in the cast. Miss Ann Little has a charming role which will add greatly to her list of admirers throughout the country, and taking it all in all I will vouch for the statement that few better photoplays than 'Less Than Kin' have been produced within the last twelve months."

Mr. Reid is a man of varied accomplishments and an all-round athlete, all in one. He won his spurs by playing leading man to Geraldine Farrar in her famous Artcraft pictures. He is more than six feet tall and weighs 185 pounds. He has an attractive bungalow in Hollywood, California, which is a rendezvous for all literary and screen folk in the west coast studio. He is an expert cook, a fine musician, and an all-round, thorough young American gentleman.

Mr. Reid will be seen in "Less Than Kin" at the ..... theatre next.....and it is safe to predict that he will be greeted by capacity audiences.

TRADE MARK
Paramount Pictures

CAST AND STORY OF "LESS THAN KIN"

For Use of Exhibitors in their House Organs or for General Publicity.

A Paramount Picture.

WALLACE REID HAS SPLENDID PHOTOPLAY IN "LESS THAN KIN"

Popular Paramount Star Portrays Two Roles in Exciting Story of Alice Duer Miller

"LESS THAN KIN"

THE CAST

Robert Lee, a Ne'er-Do-Well, Lewis Vickers, a Refugee, ... **Wallace Reid**
Nellie Reid, a Society Girl ..... **Ann Little**
James Emmons, a Bank Official, **Raymond Hatton**
Endicott Lee, a Capitalist .... **Gustav Seyffertitz**
Senor Cortez, a Revolutionist ..... **Noah Beery**
Dr. Nunez, a Surgeon ..... **James Neill**
Overton ..... **Charles Ogle**
Maria ..... **Jane Wolff**
Jinx ..... **James Cruze**
Peters, a Criminal ..... **Guy Oliver**
Plimpton ..... **Calvert Carter**
Sheriff ..... **J. Herbert**

THE STORY

ROBERT LEE, the ne'er-do-well son of a wealthy New Yorker, goes to Central America to forget home and all other ties. Lewis Vickers, another young New Yorker, goes to the same country because he is wanted in New York for the murder of a man whom he accidentally killed while defending the man's wife.

The resemblance betwen Lee and Vickers is noticed by the natives. Vickers is homesick for New York, and whiles away his time teaching the motley Central American army how to drill.

Lee, worn out by dissipation, is dying and when Vickers visits him, his request is, "Write to my father." After Lee's death, Vickers prepares to write the letter. He finds some pictures among Lee's belongings of a pretty girl with the name "Nellie" written under them. Vickers wants to get back to New York and he conceives the idea of taking Lee's credentials and passing himself off as Lee.

He carries out his plan, returns to New York, and presents himself at the home of old Endicott Lee, an aristocratic and elderly New Yorker. The deception works, and everybody in the Lee household is deceived, including Nellie Lee, a beautiful girl who was adopted into the Lee household when she was a mere tot.

But Vickers finds that he has jumped from the frying pan into the fire by passing himself off as Lee, for Lee was an all-around bad performer and had left an unsavory trail behind him. Nellie is haughty and shows plainly that she dislikes him. She informs him coldly that "Mr. Emmons has promised to put him to work at once." It develops that Mr. Emmons is Nellie's fiance, and that he is also an official in a bank where Bob Lee was formerly employed.

Vickers goes to work at the bank, where an elderly clerk approaches timidly and begs him to return the "hundred" he borrowed years ago. When Vickers arrives at the Lee home that evening, he is told that his wife and children have come to visit him. Then a disreputable looking woman and two long-legged, gangrelly girls enter. They had read of "Robert Lee's return" in the newspapers.

The next day Vickers decides to take a chance on his past rather than risk any more of Bob's. He tells Nellie that he is not Lee, but she refuses to believe him. Mr. Lee becomes ill and Vickers has not the heart to reveal his identity to the invalid. Nellie comes to like Vickers in spite of herself, and as for Vickers, he falls in love with Nell. Emmons arrives at the country home of the Lees, and a near-by barn catches fire. When Nellie asks Emmons to rescue some puppies imprisoned in the blazing building, he refuses. Thereupon she dashes in herself, and is rescued by Vickers. Mr. Lee dies and when his will is read, it is found that all his money is left to Robert.

Vickers concludes to reveal his identity when Peters, a man who had been his cell-mate when he was accused of murder, appears. He is arrested, but escapes in a motor car which he thinks is empty. He crosses the line into Canada and stops in front of a country church, where a wedding is taking place. As he does so, Nellie rises from the back seat of the car, where she has been concealed. She and Vickers decide that it is a good time and place to be married, and they carry out that idea. Just as they are again dashing off the sheriff's car comes up. It develops that Vickers has been pardoned through the efforts of the Lee family attorney, and he and Nellie embrace in the realization of their happiness.

PRESS REVIEWS

To be Sent to the Newspapers Immediately After the First Showing of "Less Than Kin," A Paramount Picture.

ROMANCE AND MYSTERY IN "LESS THAN KIN," NEW WALLACE REID PICTURE

Popular Paramount Actor Plays Two Roles in Unusually Attractive Story by Alice Duer Miller

ROMANCE, fun, mystery, and the lure of a Central American Revolution are happily mingled in "Less than Kin," the new Paramount Picture which was presented at the ..... Theatre yesterday. The ever-popular Wallace Reid is starred, with Ann Little as his leading woman and both were well received. The screen version was written by Marion Fairfax from the famous novel by Alice Duer Miller.

All of you who love fascinating stories of soldiers of fortune—and that includes everybody—will like this colorful new picture, for it certainly gives Wallace Reid one of the best acting parts of his career in the role of the buoyant, daredevil Lewis Vickers, who gets into bushels of trouble in both the United States and Central America and then gets out of it through his own nerve and resource.

Vickers first of all jumps to Central America when he is accused of the murder of a man whom he killed while defending the man's wife. In Central America he amuses himself by drilling the motley comic opera army and in planning a revolution with some Spanish friends. Another man, Robert Lee, a ne'er-do-well young American, who is also living in Central America, dies, and his dying request is that Vickers write to his father. Vickers promises, and after Lee's death suddenly hits on a plan of returning to New York, that of substituting himself for Lee, whom he resembles. The subterfuge succeeds and Vickers goes to New York, only to find that he has let himself in for several bushels of trouble in assuming another man's past. He also meets a pretty girl, Lee's adopted cousin, but in the end he conquers the troubles and wins the girl.

Wallace Reid and his smile and care-free manner fit in admirably with the character of Lewis Vickers, and he literally breezes through the part, carrying everything before him, handling the whimsical love scenes and the comic situations with a sure, deft touch. He also plays the dual role of Robert Lee in the earlier scenes. Ann Little is the spirited Nellie Lee, who is partly responsible for drawing Vickers back to the States, and who provides such a charming denouement when Vickers escapes in the automobile.

There is a strong supporting cost, including Raymond Hatton, Gustav Seyffertitz, Noah Beery, James Neill, Charles Ogle, Jane Wolff, James Cruze, Guy Oliver and Calvert Carter. The story value of the picture is heightened to a great extent by the splendid direction of Donald Crisp and his assistant, Nat Deverich. Henry Kotani has contributed some excellent camera work, the scenes of Central America being admirable examples of photographic art.

WALLACE REID MAKES BIG HIT IN "LESS THAN KIN"

New Paramount Starring Vehicle is Well Received by Large Audience.

WALLACE REID, one of the most popular screen stars in the country, was seen in two fine portrayals in "Less Than Kin," his latest Paramount starring vehicle, which was displayed at the ..... theatre yesterday. The photoplay made an instantaneous hit and was voted one of the finest seen in this city in many months.

In this photoplay, which was written by Marion Fairfax from the story by Alice Duer Miller, and directed by Donald Crisp, Mr. Reid appears as Robert Lee, the disreputable son of a capitalist, and Lewis Vickers, a young American refugee, who has fled to Central America after killing a man in defence of a woman. He takes part in a revolution and is compelled to leave the country with other revolutionists after the death of Lee. Vickers and Lee were alike as two peas and Vickers assumes Lee's name and foists himself upon the dead man's relatives who accept him as genuine.

Trouble follows speedily, for Lee was a scoundrel and Vickers is obliged to suffer for his sins. It all ends happily, however, and Vickers is pardoned and finds love. The cast is an excellent one, the portrayal by Ann Little, who is Mr. Reid's co-star, being highly artistic. Others in the cast whose work is deserving of mention are Raymond Hatton, Gustav Seyffertitz, Noah Beery, James Neill, Charles Ogle, Jane Wolff, James Cruze and Guy Oliver.

ADVANCE PRESS STORIES

For Use of Exhibitors in Their House Organs or for General Publicity.
A Paramount Picture.

ROMANCE AND FUN ARE EVER PRESENT IN "LESS THAN KIN"

Delightful Situations Features of Wallace Reid's Newest Photoplay

THE romance and fun of the average Central American revolution are admirably brought out in "Less Than Kin," the new Paramount photoplay, starring Wallace Reid and featuring dainty Ann Little, which will be shown at the ..... theatre next .....

In this excellent picture Mr. Reid plays two roles—that of a ne'er-do-well, who is disowned by his family, and the other that of a man who has accidentally killed a man in defense of a woman, and who escapes from jail and finds refuge in Central America, where he drills a motley army of revolutionists. The resemblance between these two men is so startling that on the death of the ne'er-do-well, the refugee decides to assume his name and station and returns to New York, where his imposture brings about many highly diverting situations. In the end, however, he is pardoned and finds happiness and love in a charming girl.

The photography in this photoplay is of exceptional merit and lends much to the attractiveness of the subject. The story was written by Alice Duer Miller and the screen adaptation was made by Marion Fairfax. Mr. Reid and Miss Little are admirably supported by fine screen players, chief among whom are Raymond Hatton, Gustav Seyffertitz, Charles Ogle, James Cruze and Jane Wolff.

DUAL ROLE FOR WALLACE REID IN "LESS THAN KIN"

Popular Paramount Star Portrays Two Strong Characters in His Newest Photoplay

IT is not often that the admirers of Wallace Reid, the sterling Paramount star, are fortunate enough to see him in dual roles in the same picture, but this is the case in "Less Than Kin," the new Paramount photoplay with Mr. Reid as star and dainty Ann Little as his leading woman, which will be displayed for the first time in this city at the ..... theatre on .....next.

In a Latin American republic, which is a hot-bed for revolutions, Lewis Vickers, a young American wanted for murder, finds refuge. He attaches himself to an overnight revolutionary army and teaches the recruits drilling tactics. In this capacity he meets a disowned son of a New York financier, who has been disowned because of his rascally character. The two men are so alike in appearance, that they might be deemed twins. Vickers, who yearns to return to New York, is present at the death of Robert Lee, the ne'er-do-well, and when the dying man asks him to communicate the news of his death to his father, Vickers decides to impersonate him and assume his station in life.

This forms the basis of a highly interesting story with unusual developments that attend the imposture. Vickers finds that Lee has been a bad performer and rather than assume the burden of his crimes, he confesses his identity. There are many dramatic situations in the development of this highly interesting theme. How Vickers finds love and freedom and comes into possession of a vast fortune, is told in a series of unusually thrilling scenes. Mr. Reid is splendidly supported by a fine cast of capable players.

"LESS THAN KIN" FINE PLAY FOR WALLACE REID

New Photoplay Happy Mixture of Thrills, Mystery and Laughs Aplenty

OF the numerous meritorious photoplays in which Wallace Reid has starred in the last year, none presents a happier mixture of thrills, mystery and laughs, than "Less Than Kin," the latest Paramount starring vehicle for Mr. Reid, which will be shown at the ..... theatre next .....

This is especially true as regards laughs. The first laugh comes when Mr. Reid, as Lewis Vickers, a dare-devil young American, who is temporarily sojourning in Central America because he is "wanted" in the United States for murder, tries to drill a motley Central American army, which is mounted on mules, burros and horses. The difficulties of getting this "worst army in the world," as Mr. Reid calls them during rehearsal, in shape, provides some screamingly funny situations, which will be heartily appreciated by all who see the picture.

The thrills and mystery come when Vickers, in his desire to return home, assumes the name of a young ne'er-do-well, whom he resembles amazingly, and whose death he had witnessed. The imposture provokes many situations that hold the interest as by a spell. Vickers eventually finds love, fortune and happiness, and the development of the story throughout is one of unusual charm. Mr. Reid's viz-a-viz is dainty Ann Little, who has been seen to fine advantage with Mr. Reid in many of his photoplays. The supporting players include the best procurable in the field of the silent drama.

ANN LITTLE HAS CHARMING ROLE

She is a Modern Girl with Modern Ideas in "Less Than Kin"

ANN LITTLE is a pretty young woman with modern ideas. In "Less Than Kin," the latest Paramount Picture in which Wallace Reid is starred, she plays the leading feminine role of Nellie Lee, and Nellie also is a modern and pretty young woman. When she realizes that she loves Lewis Vickers, the dare-devil young hero of "Less Than Kin," she acts promptly.

Vickers proposes to her before she realizes that she loves him and Nellie refuses him scornfully. But finally when he flees from the arm of the law in a motor car, and he goes across the line to Canada, she hides in the back of his car, and goes along with him.

He draws up in front of a small Canadian church, where a wedding is taking place, and when he looks in the back of the car he sees Nellie emerge from her hiding place.

"Why, what are you doing here?" he asks in astonishment. Nellie, assuming a haughty look, replies, "I saw the church and the minister and thought that—it was a good time to get married."

And they were married. This alluring picture will be shown at the ..... theatre next ..... The players supporting Mr. Reid are of the best.

Many Fine Players

THE famous Lasky stock company, the finest organization of its kind in filmdom, is splendidly represented in "Less Than Kin," the latest Paramount Picture in which Wallace Reid is starred with Ann Little as his leading woman, which will be presented at the ..... theatre next ..... Among the important players appearing in support are Raymond Hatton, Noah Beery, James Neill, Gustav Seyffertitz, Charles Ogle, Jane Wolff, James Cruze, Guy Oliver and Calvert Carter.

REID'S YOUTHFUL DREAM REALIZED

Pop ular Paramount Star Soldier of Fortune in "Less Than Kin"

IN his youngster days Wallace Reid's dream was to be a soldier of fortune. His chief mental food in those days was furnished by the excellent romances of Richard Harding Davis and other writers dealing with adventurers in mythical Central American republics.

But, alas, he entered picture work instead of going to Central America to become a general in an over-night army, and not until recently has he had a chance to portray his favorite type of hero. In "Less Than Kin," the colorful and swiftly moving romance by Alice Duer Miller, which has been picturized by Marion Fairfax, and which will be shown at the.... .....theatre next ....., he has a chance to revel in Central American atmosphere and intrigue. The part of Lewis Vickers in his latest Paramount starring vehicle, affords him a splendid chance to enact the dare-devil type of hero he admired in his kid days. He is splendidly supported by Ann Little and other fine players.

Fine Character Actor

RAYMOND HATTON, famed as perhaps the foremost character actor on the screen, contributes an excellent character study in "Less Than Kin," the latest Paramount picture starring Wallace Reid, which will be displayed at the..... theatre next ..... He plays the part of James Emmons, a pompous young bank official, who falls in love with a pretty and spirited young New York girl. But the course of his true love does not run smoothly when a rival in the person of Lewis Vickers, portrayed by Wallace Reid, appears. Hatton does some excellent acting throughout the picture.

REID'S NECKTIE ANGERS PARROT

Miss Polly Objects to Purple Adornment in "Less Than Kin"

ONE of the scenes in "Less Than Kin," the latest Paramount picture starring Wallace Reid, with Ann Little as his leading woman, which will be shown at the .....theatre next ....., shows a dancing party in progress in Central America. To add a touch of atmosphere a large and gorgeous parrot was imported and the business of the scene called for Wallace Reid, as Lewis Vickers, the host at the party, to stroke the parrot's head and give other indications that he and Polly were little pals together.

But Polly seemed to resent the attention, for she suddenly leaped at Wallace's gorgeous purple necktie and held it tenaciously in her beak. Then the owner of the bird, who had loaned it for the occasion, hurried up and explained that Polly was very fond of bright colors and that if Mr. Reid would kindly change his necktie and wear one of some drab hue, she would not prove so excitable.

Mr. Reid complied with the request and, sure enough, Polly permitted herself to be stroked and played her part splendidly. Mr. Reid has a splendid role in this picture and he is adequately supported by charming Ann Little and other competent players.

Crisp Picks Beauties

ALTHOUGH he's a Scotchman, Donald Crisp, the clever director of "Less Than Kin," the latest Paramount picture starring Wallace Reid, which is to be shown at the ..... theatre next ....., is also an expert in choosing pretty Spanish types of senoritas. When he was planning the cast of "Less Than Kin" he searched far and wide through Southern California, and finally emerged with a bevy of Spanish beauties fit to deck the early scenes of the fascinating story by Alice Duer Miller, which are located in a mythical Central American republic.

A Risky Business

CHANGING your own rather perilous past for another man's may seem all right at first blush, but when the other man's past turns out to be even more annoying than your own, then you are in a fix. This is what happens to Lewis Vickers, portrayed by Wallace Reid in "Less Than Kin," the latest Paramount picture which is being shown at the..... It is a picture of laughs, thrills and mystery, with scenes set in a mythical Central American republic and in New York.

A Clever Photographer

THE work of Henry Kotani, the clever little Japanese cameraman, has never shown up better than in "Less Than Kin," the latest Paramount picture, which he photographed under the direction of Donald Crisp, and which is being shown at the.... .....theatre this week. The scenes showing the Central American country are most artistically done.

Reid Praises Picture

WALLACE REID says "Less Than Kin," the latest Paramount picture in which he is starred, is his best ever. And that is considerable praise when you consider the splendid screen vehicles in which this young film favorite has appeared. His leading woman is Ann Little, and the new picture is being shown at the ..... theatre this week.

Filled with Thrills

THE latest Paramount picture starring Wallace Reid, with Ann Little as his leading woman, entitled "Less Than Kin," is a happy mixture of thrills, mystery and laughs. Especially laughs. The first laugh comes when Reid as Lewis Vickers, a dare-devil young American, who is sojourning in Central America, because he is "wanted" in the United States, tries to drill a motley Central American army, which is mounted on mules, burros and horses. The difficulties of getting this "worst army in the world"—as Wallace called them during rehearsals—in shape provide some screamingly funny situations.

Two Famous Authors

THE names of Alice Duer Miller and Marion Fairfax are both famous in the fields of dramatic and novel writing, Marion Fairfax being the author of several successful plays, while Alice Duer Miller created the unusually successful "Come Out of the Kitchen," which was produced on the speaking stage last year. Alice Duer Miller was responsible for the novel "Less Than Kin," which has been made into a successful Paramount picture by Marion Fairfax and is used as a starring vehicle for Wallace Reid. It will be shown at the..... theatre next ..... The skill of both famous writers has contributed to the picture's great success.

TRADE MARK

Paramount Pictures

Paramount PT Theatre

200 MAINE AVE.
EDGEWOOD ILL.
TEL. EDGEWOOD 5291

DEAR MADAM:

We are pleased to announce that Wallace Reid, one of the most popular screen stars in the country, will appear in his latest Paramount photoplay, "Less Than Kin," at our theatre next.....

This is an exceptional photoplay, a picturization by Marion Fairfax of Alice Duer Miller's famous novel. It was directed by Donald Crisp, which is a guarantee of its excellence.

The story deals with a young American who becomes a refugee in Central America, where he assumes the name and station of a dead man and later finds he has jumped out of the frying pan into the fire, as the man whom he impersonates has been a bad performer all his life. He gets out of the trouble in which he is involved and finds happiness and love. The photoplay is filled with romance, thrills and much enjoyable comedy.

We assure you that this picture is one of superior merit and that our patrons will find it delightful. We will be pleased to show you every courtesy at our command, should you find it convenient to attend its display at our theatre.

Yours sincerely,

.....

Manager.

If this Letter will not Serve mail all or one of the Post-Cards appearing on next Page.

MAIL CAMPAIGN

For the Exploitation of "Less Than Kin"

Mail at least one of these Post-Cards to your Patrons.

ADVANCE POST CARD No. 1

TO BE SENT 9 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

We beg to announce that "Less than Kin," the new Paramount picture starring Wallace Reid with Ann Little, will be shown at our theatre next ..... This is an admirable photoplay and it is exceptionally heart appealing. We think you will find this one of the most notable pictures of the season.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 2

TO BE SENT 6 DAYS BEFORE SHOWING

DATE _____

DEAR MADAM:

There are few screen stars who enjoy the popularity of Wallace Reid, whose latest Paramount photoplay, "Less Than Kin," featuring dainty Ann Little, will be displayed at our theater on ..... next. This is a picture of the highest merit and will please all our patrons.

Yours sincerely,

Manager _____

ADVANCE POST CARD No. 3

TO BE SENT TO ARRIVE ON DATE OF SHOWING

DATE _____

DEAR MADAM:

We beg to remind you that "Less Than Kin," a splendid Paramount picture starring Wallace Reid and Ann Little, will be presented at our theatre today. The story of this picture is filled with romance, love, thrills and laughter. We will be pleased to welcome you at any time during its display at our playhouse.

Yours sincerely,

Manager _____

Ms. the Nebraskan said that just one air machine equipped with a Liberty motor had been shipped to France for the American Army.

Police investigation up to late last night had failed to disclose the identity of the "Lennie" mentioned in the letter left by McCanna.

found to be marked and slightly bent. A detailed examination of the marks on the hull shows they were not made by the vessel striking a submarine.

Jesse L. Lasky *Presents*

Vallace Reid

By Alice Duer Miller
Scenario by Marion Fairfax
Directed by Donald Crisp

in "Less Than Kin"

A Paramount Picture

HE changed his mind about living another man's life when the other man's wife and children appeared!

Paramount Theatre

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

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Wallace Reid

in "Less Than Kin"

A Paramount Picture

by Alice Duer Miller
Scenario by Marion Fairfax
Directed by Donald Crisp

EXTRA FEATURE

Illustrated Food Conservative Lecture

PARAMOUNT

All Week THEATRE All Week

FRUITS OF CONQUEST HELD UP TO TROOPS

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N O W!

Jesse L. Lasky Presents

Wallace Reid in "Less Than Kin" - - - - -

By Alice Duer Miller
Scenario by Marion Fairfax
Directed by Donald Crisp

A Paramount Picture

"IF I take a dead-man's name I'll escape," figured Robert Lee when he got into trouble.

It was a great idea—until the widow appeared!

Then he knew what real trouble was!

Food Conservation Lecture

Illustrated . . . . . with Paramount-Burton Holmes Travel Picture

TRADE MARK Paramount Pictures

Paramount Theatre

They killed the fatted calf!

Jesse L. Lasky *presents*

WALLACE REID

in "Less Than Kin"

A Paramount Picture

NOW

LIVING another man's life was a lot of fun for Robert Lee until the friends, the wife and the children of the real Lewis Vickers appeared . . . . . .

What a wife! What friends! He could accept the lot of them or go to jail! So he went to jail . . . . . .

PARAMOUNT THEATRE

FRUITS OF CONQUEST HELD UP TO TROOPS

REPORTS NEW PEACE OFFER.

Emperor Charles Said to be Making an Appeal to Italy.

ARMY DESERTER TELLS OF WORKING AS SPY

EXHIBITORS ACCESSORIES

FOR THE EXPLOITATION OF

"LESS THAN KIN"

A Paramount Picture

OBTAINABLE

AT YOUR EXCHANGE

Paper

Two one-sheets
Two three-sheets
One six-sheets

Photos

8 8x10 black and white
8 11x14 sepia
1 22x28 sepia
8x10 photo of star
24 Sheet Stand

Cuts and Mats on Production

Five one-column
Three two-column
Two three-column

Stock Cuts and Mats of star

Five one-column
Three two-column
Two three-column

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FOR UP-TO-DATE EXPLOITATION IDEAS

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for

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Always obtainable at your exchange.

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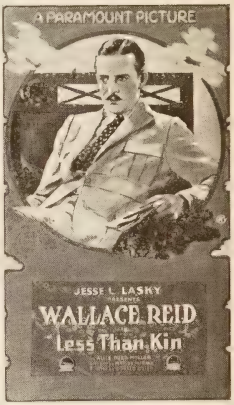


One Sheet

Three Sheet

SLIDE

Three Sheet

Cover your town with this paper and you will fill every seat at every performance

Current Paramount and Artcraft Pictures in the Order of Their Release

PAULINE FREDERICK.....“RESURRECTION”
ENID BENNETT.....“THE BIGGEST SHOW ON EARTH”
SESSUE HAYAKAWA.....“THE WHITE MAN’S LAW”
JACK PICKFORD.....“MILE-A-MINUTE KENDALL”
DOROTHY DALTON.....“THE MATING OF MARCELLA”
MARGUERITE CLARK.....“PRUNELLA”
CHARLES RAY.....“HIS OWN HOME TOWN”
WALLACE REID.....“BELIEVE ME, XANTIPPE”
BLACKTON’S .....“MISSING”
LINA CAVALIERI .....“LOVE’S CONQUEST”
VIVIAN MARTIN .....“VIVIETTE”
PAULINE FREDERICK .....“HER FINAL RECKONING”
SESSUE HAYAKAWA .....“THE BRAVEST WAY”
WALLACE REID .....“THE FIREFLY OF FRANCE”
ENID BENNETT .....“A DESERT WOOING”

MARY PICKFORD.....“M’LISS”
WM. S. HART.....“SELFISH YATES”
CECIL B. DE MILLE’S.....“OLD WIVES FOR NEW”
ELSIE FERGUSON .....“A DOLL’S HOUSE”
DOUGLAS FAIRBANKS .....“SAY, YOUNG FELLOW”
GEORGE M. COHAN .....“HIT-THE-TRAIL-HOLLIDAY”

FAMOUS PLAYERS-LASKY CORPORATION

INTER-OFFICE COMMUNICATION

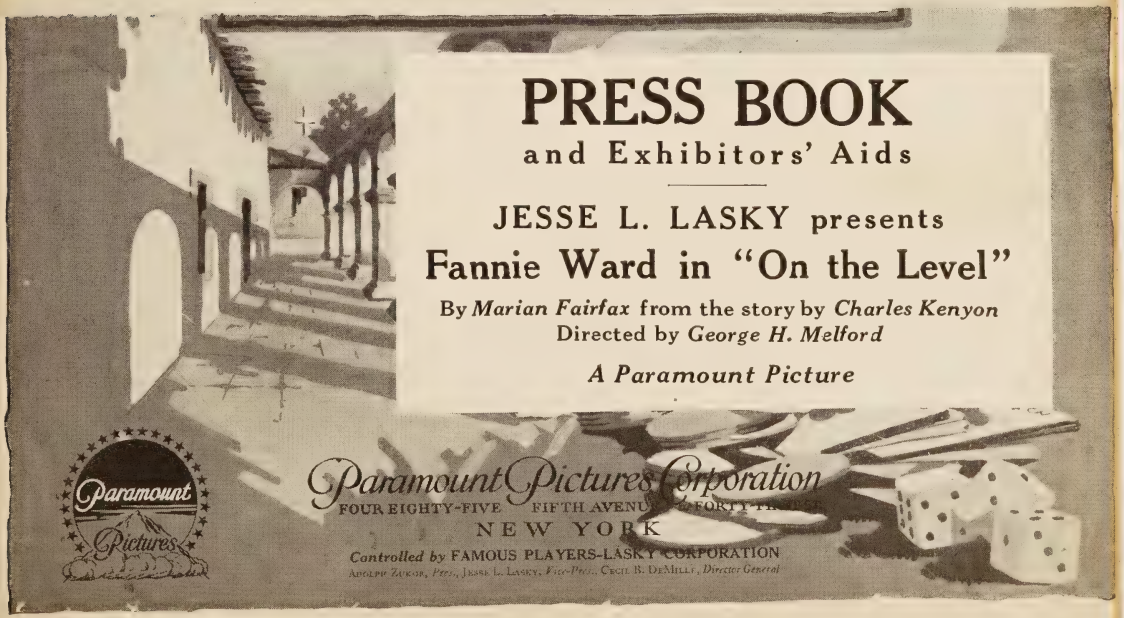
Date_____

To

FANNIE WARD *in* "ON THE LEVEL"

CAST

MERLIN WARNER (Mexicali Mae)	FANNIE WARD
PETE SONTAG	JACK DEAN
JOE BLANCHARD	HARRISON FORD
ELEANORE DUKE	LOTTIE PICKFORD
OZMUN	JAMES CRUSE
PIKE	JAMES P. MASON
WARNER, MAE'S FATHER	JAMES NEILL
JOE BLANCHARD'S MOTHER	EDYTHE CHAPMAN
SONTAG'S WIFE	JANE WOLFF
JUDGE WILTON	HENRY WOODWARD
DIRECTOR	GEORGE MELFORD



SYNOPSIS

Merlin Warner is the only child of an old sheep ranchman and keeps house for him in a somewhat sketchy fashion, spending most of her time on horseback or with a book for company. The two are very happy, although poor, until Pete Sontag, at that time "rustling" sheep for a living, raids the place, kills the father and carries the girl off while his men drive the sheep in front of them.

Two or three years later we find that Pete has found it more lucrative to smuggle opium under cover of running a saloon, and that Merlin, renamed by him, Mexicali Mae, is the saloon's chief asset. She has been transformed into a pitiful little dance-hall girl, in reality a captive and a slave. Pete's wife hates her and she is homesick for the range and her father.

Matters go from bad to worse until the advent of "Joe," a drug fiend and a derelict but a thorough gentleman and a talented musician. Through her love of books and music, Joe appeals to Mexicali Mae as no one else ever had and she falls desperately in love with him.

About this time Pete is engaged in a smuggling deal of importance. On hearing that one of his confederates had "double-crossed" him, Pete shoots him and tries to place the blame on Joe's shoulders, by offering the reward of a lot of "dope" which he knew Joe craved, if Joe would dispose of the body for him, and arranging that witnesses should see the drug fiend in the act of hiding it. Mae is trying to help Joe and does not know that Pete has shifted the blame for the murder to his shoulders, so she takes up a homestead in the hills and makes Joe come and help her work it, telling Pete that she knows of the murder and that he had better not interfere.

When Joe, who was told by Pete that he had killed the man, tells this fact to Mae, she says he dreamed it, that the drug has played worse tricks than this often. As they redeem the land, it gradually redeems them although Mae has many fights with Joe against the morphine that he still craves occasionally. When his cure is complete, he offers to marry her, more in a spirit of gratitude than anything else. Mae, overjoyed, consents.

In the meantime, Joe has written to his mother and at about this time the latter with the girl Joe had been engaged to, arrives at the shack. They find in the person of Mae a factor they had not reckoned with and the mother pleads with Mae to release her son, telling her that she is not the kind of girl he needs, etc., etc.

Convinced at last, not by the mother, but by her own great love for him, that she is not a suitable wife for Joe, Mae goes back to Pete's saloon, leaving a note for Joe. Joe follows her to the saloon but finds Mae apparently happy among her old friends and in the old life.

His mother and Eleanore try to interest him but fail, and when he learns through an accident that his mother had sent a check to Mae which Mae had returned, he discovers the whole plot. Forcing them to tell him Mae's whereabouts, he rushes out to the shack where she has returned immediately after the ruse to make him think she had returned to the saloon.

But Pete has also followed Mae to her shack and just in time to save her from committing suicide. Pete takes her pistol from her just as Joe comes in the door. The two men engage in a tussle, during the course of which Mae's revolver goes off in Pete's pocket and kills him.

Joe takes Mae to his mother at the hotel and tells her Mae is to be his wife. The mother looks rather helplessly at Joe, then tries to explain to Mae that she had done what she did out of love for Joe, adding that after all, she is his mother. Mae says she understands, that she had tried to do as she wishes, but that she too, had been a "sort of" mother to Joe. The mother, realizing Mae's great love for Joe, gathers her into her arms, and the last scene brings a promise of great happiness for all three.

Let us help you in your publicity campaigns. Write to Charles E. Moyer, Paramout, 485 Fifth Avenue, New York City. He'll help you make money

WHAT YOU WANT TO KNOW ABOUT "ON THE LEVEL"

IF NAMES WERE EVERYTHING, THERE WOULD BE NOTHING LEFT TO DO IN THIS PICTURE. In this production, besides Fannie Ward, there are stars of exceptional worth, including Lottie Pickford, playing in a story arranged for the screen by Marion Fairfax.

EVERY EXHIBITOR KNOWS THAT WARD PICTURES ARE BIG HITS. Fannie Ward was the star in "The Cheat," which, to this day, is set as a standard for the majority of dramatic productions. It was conceded to be technically perfect as a photoplay and was so wonderfully well enacted that it was, without exception, the best production during last season.

FANNIE WARD IS AN EXCEPTIONAL DRAWING CARD. She has millions of photoplay lovers, principally among the women, because she is the possessor of more beautiful gowns than probably any other woman in the world, and she certainly knows how to wear them. She also owns many hundreds of thousands of dollars' worth of jewels. This picture gives her the opportunity of not only showing her inimitable qualifications, but also of wearing her wonderful gowns and displaying her priceless jewels.

THE STORY OF "ON THE LEVEL" WAS WRITTEN BY CHARLES KENYON and arranged for the screen by Marion Fairfax, who is one of the best-known writers in the country.

ASK ANY OF YOUR PATRONS WHAT THEY THINK OF WARD PICTURES. The answer will be, universally, that they have always enjoyed them to their heart's content.

BESIDES A WONDERFUL PRODUCTION AND A WONDERFUL STORY, Miss Ward has surrounding her a wonderful cast. The cast includes such well-known players as Harrison Forbes, Jack Dean, Lottie Pickford, James Cruze, James Neill, Jane Wolff, and others.

GEORGE MELFORD DIRECTED this picture and has added many wonderful touches to the story.

EVERYTHING IS PREPARED for the exhibitor to make money on this picture.

LOOK OVER THE LIST OF ACCESSORIES we have to give you to promote this picture, and you will agree that there is nothing in the world to keep you from making big profits out of a big production like this.

ACCESSORIES FOR THIS PICTURE

Paper
- Two one-sheets
- Two three-sheets
- Two six-sheets

Photos
- Ten 8 x 10 black and white
- Eight 11 x 14 colored gelatin
- Two 22 x 28 colored gelatin
- 8 x 10 photos of star

Cuts and Mats on Production
- Five one-column
- Three two-column
- Two three-column

Stock Cuts and Mats of Star
- Five one-column
- Three two-column
- Two three-column

Rotogravure

Series of Advertising Layouts; Mats

Press Book, with sales talk, card and letter announcements, suggestions for lobby and other displays.

Slides

Music Cues

CONTENTS

1. Cover
2. Sales talk and list of accessories
3. Post-card and letter suggestions
4. Promotional suggestions
5. Biographical sketch
6. Stock cuts and mats
7. Ad layouts with mats
8. Ad layouts with mats
9. Ad layouts with mats
10. Ad layouts with mats
11. Lithographs and slide
12. Production cuts and mats
13. Advance publicity
14. Advance publicity
15. Advance publicity
16. Advance publicity
17. Advance publicity
18. Cast and synopsis
19. Synopsis continued

SUGGESTIONS FOR ADVANCE POST-CARDS FOR "ON THE LEVEL"

Fannie Ward's Latest Pet

Small, pink and white, and altogether adorable, Fannie Ward's latest pet, tied with a smart blue ribbon, came grunting into the room.

You have guessed it—it is nothing less than a tiny pig with the curliest tail and the pinkest of snouts. He no doubt resembles his father, and so he is called the "Crown Prince."

The "Crown Prince" appears with Miss Ward in "On the Level," which will be shown at the ..... Theatre on .....

"Young Thinking Makes Young Looking"

The old saying reads that a woman is as old as she feels, but Fannie Ward, Paramount Star, amends this statement by substituting the word "thinks" for "feels."

"Show me the clothes a woman wears and I will tell you how old her mind is," said Miss Ward. "The first time she saw something that was actually becoming to her and refused to wear it on the plea that she was too old for that sort of thing, her mind increased by ten years.

Miss Ward wears many of her famous gowns in her forthcoming picture, "On the Level." This picture will appear at the ..... Theatre next week.

SUGGESTION FOR LETTER FOR MAILING LIST

Dear Madam:

An actress may be a popular stage favorite and may not prove to be an acceptable screen star. As a matter of fact, very many of the stage favorites fail miserably as such. One, however, who is even more popular on the screen than on the stage is Fannie Ward, the dainty favorite of England and America. She has appeared before no less personalities than the King and Queen of England, and has made a number of trips across the Atlantic. Her entrance into motion pictures was in the Paramount photoplay, "The Cheat," which has made such an enormous success throughout the country. In this production, she has playing opposite her the great Japanese actor, Sessue Hayakawa. Since then she has appeared in a number of other popular productions, but undoubtedly has done nothing since "The Cheat" equal to her performance in "On the Level." This is the story of the daughter of a sheep ranchman out West whose father is killed by raiders and who was left to fight her battle against the world alone. Through her help in redeeming a drug fiend, she finally falls in love with her patient and then complications begin to arise.

It is not quite fair to tell you the story, so we would suggest that you see "On the Level" when it comes to this theatre, beginning .....

There never was a better time than right now to start a mailing list.

Whatever promotional ideas you use tell Charles E. Moyer, Paramount, 485 Fifth Avenue, New York City, about them. If you need special service write him

SUGGESTION FOR LOBBY DISPLAY

This production, "On the Level," has a title that can be turned to good account in making a lobby display. We would suggest that you build a frame-work approximately ten feet long and four feet high and cover this with cardboard. Then have your local sign-painter paint on this a representation of a carpenter's level and on top of the level you can have a cut-out or a photograph of Fannie Ward. On the side can be reading matter:

"Fannie Ward, in 'On the Level,' appearing here ....."
If your lobby will permit and it will not interfere with your entrance, we might suggest one of these on each side of the lobby.

SUGGESTION FOR WINDOW DISPLAY

Go to one of your local hardware merchants and ask him to make a special display of carpenter's levels and, if possible, build up what would apparently be a large level constructed of a number of smaller levels, and then furnish him with a sign and photographs, the sign to read:

"Fannie Ward, in 'ON THE LEVEL,' will be seen at the .....
Theatre on ....."

SUGGESTION FOR STREET ADVERTISING

You can tie up your lobby and window display, by means of a street advertising float similar to your lobby display, but mounted on a wagon. This should be made of light sign-cloth and should represent a carpenter's level, as in the previous case.

CAR CARDS AND NEWSPAPER ADVERTISING

The Crown Prince Is a Pig

Such a sentiment expressed in a certain foreign country would undoubtedly mean instant death, but in the case of Fannie Ward's newest picture, "ON THE LEVEL," the cute little pig that acts with her is known as the Crown Prince around the studio. This will be shown at the ..... Theatre, beginning .....

Young Thinking Makes Young Looking

Fannie Ward is an exponent of the new theory that a woman is as old as she thinks, rather than as old as she feels. In her newest picture, "On the Level," she shows her remarkable versatility in portraying 14 and 40 years of age with equal facility. She takes the part showing the changes, all within the space of one production. This picture is coming to the ..... Theatre next week.

Can You Imagine

Fannie Ward without jewels? She has appeared in so many productions in which her jewels—and they are real and all her own—play such a prominent part that it will be quite a novelty when you see her in "On the Level," in which production she wears no jewels, but is a simple little girl of the hills, although later she develops into a dance-hall artist. This production will be shown at the .....
Theatre on .....

Whatever you do, tell Charles E. Moyer about it. Send it to Paramount, 485 Fifth Avenue, New York City. We are interested in you.

FANNIE WARD, CLAIMED BY TWO COUNTRIES

Born in St. Louis, Mo., Fannie Ward ought to be a thorough American, but the fact that she has spent many years of her life in England, has been married to a wealthy Englishman, and played before the King and Queen of that country would seem to give credence to the persistent rumors that she was at one time a British subject.

On April 1, 1907, having returned to America, she appeared as Rita Forrest in "A Marriage of Reason." Subsequently she appeared alternately in England and America, starring in the following productions: "In the Bishop's Carriage," " A Fool and a Girl," "The Marriage of William Ashe," "The Three of Us," "Fanny and the Servant Question," "The New Lady Bantock" (which she had previously done as "Fanny and the Servant Question"), "Eunice," "Cinderella" and others.

During the season of 1911-1912 she toured the United States presenting dramatic sketches in vaudeville, including "An Unlucky Star," "Her Only Way" and several others. Later she appeared in "Madame Presidente."

Although Fannie Ward enjoyed an overwhelming popularity during this part of her career, both in the United States and England, she has attained a far greater degree since her entrance into motion pictures. Her first Paramount picture was "The Marriage of Kitty" in which she met with such success that she was instantly engaged for a long term contract.

The others, in the order of their appearance have been: "The Cheat," in which she scored a great personal success, playing opposite the great Japanese actor, Sessue Hayakawa; "Tennessee's Pardner," "For the Defense," "The Gutter Magdalene," a thrilling Salvation Army picture; "Each Pearl a Tear;" "Witchcraft;" an historical picture of the days of Salem witchcraft; "The Years of the Locust"; "Betty to the Rescue"; "The Winning of Sally Temple"; "The School for Husbands"; "Unconquered"; "Her Strange Wedding," and now "On The Level," an intensely fascinating production by Charles Kenyon, author of "Kindling." "On The Level" will be shown on..... at the ..... Theatre.

Use this with a Star Cut or Mat and send clippings of your presswork to Charles E. Moyer, Paramount,485 Fifth Ave., New York City. We are interested in what you do

Stock, Star Cuts and Mats—Fannie Ward

ISSUED IN SETS OF TEN CONSISTING OF:

Top row—Two three-column cuts and mats
Center row—Three two-column cuts and mats
Bottom row—Five one-column cuts and mats

ALWAYS OBTAINABLE AT YOUR EXCHANGE

Advertising Cuts and Mats That Advertise!

If your ad doesn't catch the eye, it doesn't matter how strong is your copy

Six border cuts in two styles and three sizes

1. SINGLE COLUMN HALF-TONE.—This is the best photograph for newspaper reproduction that we could select from a big set—you can't expect it to reproduce like a line cut, but where your paper prints well it is a great little ad.
2. SINGLE COLUMN LINE CUT.—Here is a little cut that can't be lost, no matter what ad. they put over it, under it or at the side. It doesn't look so much like Fannie Ward as would a good half-tone reproduction, but it will stop the eye quicker that is roving across the page, and it won't print like a blot of ink, as some small half-tones do.
3. DOUBLE COLUMN LINE CUT.—Some people like line cut advertising attention attractors best and for those people we have prepared the cut on this page, and the only thing that beats it is the triple and the picture itself.
4. DOUBLE COLUMN HALF-TONE.—For those advertisers who are lucky enough to have a good paper, well printed, there is nothing like a half-tone illustration, but be sure it's going to print well.
5. TRIPLE COLUMN LINE CUT.—Nobody can read your local paper in which your ad. appears and miss this advertisement.
6. TRIPLE COLUMN HALF-TONE.—If you are buying space more than one day, or have a good paper well printed—a half-tone is a half-tone, and you can't expect a line drawing to look as much like dainty Fannie Ward—besides, this is a great ad. cut.

FANNIE WARD
IN
"ON THE LEVEL"
A Paramount Picture

The court room scene in "On the Level" is a thriller that you'll talk about for many a day. Don't fail to see Fannie Ward, great star of "The Cheat," score her greatest success.

Other Attractions

Next Week's Feature Admission

Tiny Theatre

Fannie Ward
IN
"ON THE LEVEL"

A Paramount Picture

"An Old Sweetheart O'Mine"

You'll carry a great, big warm spot in your heart for "Mexicali Mae" when you see her risk husband, home, friends and wealth to save her "first beau."

You'll like Miss Ward, who scored in "The Cheat"; you'll like her "beau," and you'll like the play. Don't miss it.

Other Attractions or Musical Program

Next Week's Feature Admission Price

Capitol Theatre

Again we say, Advertise!! Remember—we practice what we preach

"Sweethearts may come,
And Sweethearts may go, but—
There's only one Sweetheart for me!"

Fannie Ward, who earned undying fame in "The Cheat," never played a situation quite so tense as when she risks husband, wealth, position and power for the sake of an old-time "flame."

Other Attractions or Musical Programme

Next Week's Feature — Admission Price

Name of Your Theatre

***Napoleon* said "An army travels on its stomach"**
***We* say "A theatre travels on its advertising"**

Fannie Ward
IN "ON THE LEVEL"

A Paramount Picture

Don't you fail to see Fannie Ward, the great star of "The Cheat," register her greatest success as "Mexicali Mae" in "On the Level."

Other Attractions

Next Week's Feature

Admission

Circle Theatre

FANNIE WARD IN "ON THE LEVEL"

A Paramount Picture

Where is your "first beau" now?

The light of the first "flame" may flicker, but it never quite goes out, does it?

After an absence of years, "Mexicali Mae" meets her "first"—and risks husband, home, position and wealth in a thrilling attempt to clear his name.

You simply must not miss this great, thrilling story.

OTHER ATTRACTIONS
or MUSICAL PROGRAMME

Next Feature **Admission**

Rialto Theatre

Lest you forget we say it yet — Paramount Publicity brings paramount profits

Fannie Ward

in "On The Level"

A Paramount Picture

Remember Your First "Flame"?

The first "Flame" never quite goes out, does it? You'll always carry a warm spot in your heart for your first courtship.

Fannie Ward, great star of "The Cheat," risks husband, wealth, position and power because she couldn't forget an old-time beau.

You'll carry "On the Level" in your heart along with your "first love." Don't miss it.

Other Attractions or Musical Program

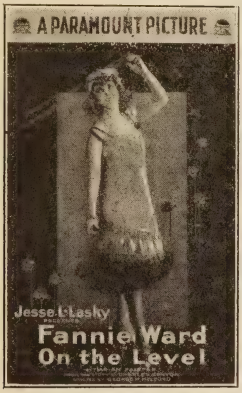
Next Week's Feature

Admission Prices

New Strand Theatre

Cover your town with this paper
You will fill every seat at every performance
ALWAYS OBTAINABLE AT YOUR EXCHANGE

CUT OF COLORED SLIDES (Reduced)



One-sheet

Three-sheet

Three-sheet

One-sheet

Six-sheet

Six-sheet

Stock Production Cuts and Mats—"On the Level"

ISSUED IN SETS OF TEN, CONSISTING OF:

Top row—Two three-column cuts and mats
Center row—Three two-column cuts and mats
Bottom row—Five one-column cuts and mats

ALWAYS OBTAINABLE AT YOUR EXCHANGE

Get them and use them with your publicity

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